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U. S. Department of Agric

COOLEY'S GARDENS

SILVERTON, OREGON

1938

TREASURE ISLAND

AGAIN

Cooley's Gardens

offer you

THE MOST

For America's gardens we will harvest this year more than five acres of iris rhizomes. The size and root development of these plants presents a joyful eyeful to any purchaser.

OF THE BEST

If the proof of the pudding is in the eating, then the way to judge an iris rhizome is in the manner of its performance in your garden. A large plant, well rooted, with liberal increase showing, and grown under normal field culture without either irrigation or fertilizer, surely holds promise of superior bloom.

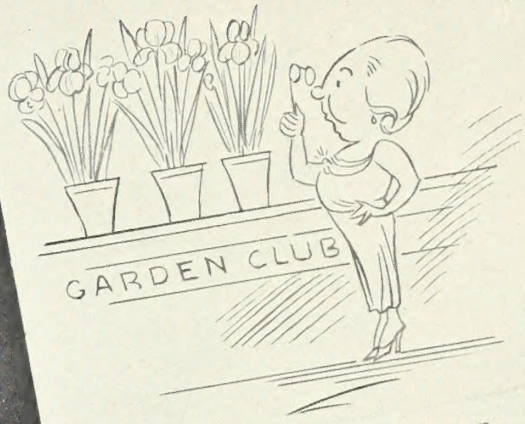
Cooley's iris are that kind of iris. Some 50 sorts have been added this year, many of them the most recent novelties.

FOR THE LEAST

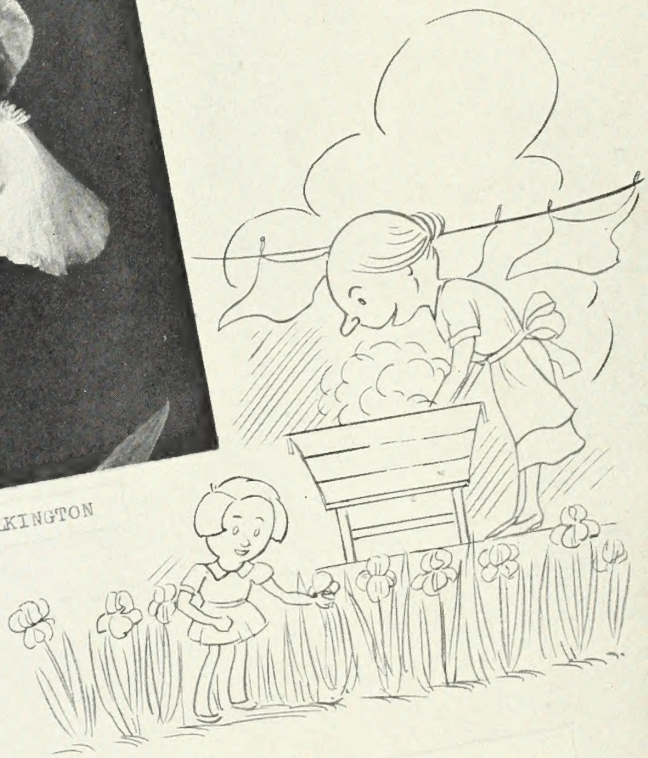
It's not "what you pay" but "what you get for what you pay" that counts. So goes the old and truthful adage.

Thriftiness has not ceased to be a virtue. As you peruse these pages you will find numerous tempting collection offers, wherein you may exercise your own choice. These selections can be made with full confidence that quality has not been sacrificed to price.

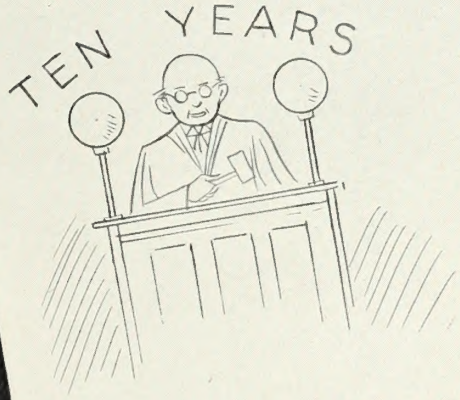
PRESIDENT PILKINGTON



MRS. JONES is a society matron. The cup of her social life is filled to overflowing, but she is best known at her garden club for those magnificent Iris specimens her gardener raises. And her parties in late spring are always especially colorful with cut stems brought indoors.



MRS. BONES--does all of her own housework. She cooks, washes, irons, makes the beds, and raises the kids to be good citizens. But life is not so full that she can't find a little time to spend working in the garden. She has an Iris collection which all the neighbors come to admire, and the children know all the different sorts by name.



Yes, we have been at it that long, and during those years the garden has grown from a small back yard to a total acreage of almost ten.

1938 Price Policy

We have probably the largest planting of high class iris in this country, superior rhizomes that will even surpass your expectations. We can and dc produce iris at as low cost as possible, quality considered, and in order to prove this, where price is a consideration, we will meet all competitors' retail catalog prices under the following conditions:

1. The dealer must be recognized as an actual commercial iris grower, advertising and doing business on a national scale.

2. We will recognize and meet only the RETAIL CATALOG price. All collection offers, private letter quotations, surplus lists, and prices of small neighborhood dealers can not be considered.

3. If you find our list price on any iris in this catalog to be higher than that quoted by some other dealer, simply mention his name alongside the variety on your order blank and pay us only the lowest quoted price. We will check all such for verification. We will not accept orders at less than 20 cents per variety.

4. For our own protection we must reserve the right to refuse to accept from anyone any order for any iris. This statement is made to avoid being taken advantage of by unscrupulous persons, although the offer is made in strict good faith. It must be realized, also, that late in the season, as is always the case, some items are bound to be sold out.

And if you will please

Read this . .

We shall both be spared any misunderstanding about

TERMS, TIME OF SHIPMENTS, ETC.

Shipments: Will be made on bearded irises beginning about June 20th. If you wish your order sent later, or on any specific date, we shall carry out your instructions. Early shipments permit plants to become established before winter sets in, but rhizomes are not as large in July as they would be in August. We prefer to ship around July 10th as an ideal time.

ORIENTAL POPPIES AND HEMEROCALLIS WILL NOT BE SHIPPED UNTIL THE PROPER PLANTING SEASON, AROUND SEPTEMBER 1st, OR SLIGHTLY LATER.

Positively no stock shipped during the spring months.

Transportation: Prepaid express or parcel post, whichever we deem most expedient. Be sure and state your express office, if different from postal address. We pack in dry excelsior in well ventilated cardboard cartons and guarantee safe delivery to point of address. All shipments are insured. Remember, we PREPAY all costs—the prices quoted herein are for delivery to your door.

NO ORDER ACCEPTED FOR LESS THAN $1.00

Terms: Cash with order, either check, draft or money order. Enclosing cash in your letter may result in loss. 25% will hold until shipping date.

Discount: You may select additional plants to the value of 10% of your order if it totals $3 or more. THIS DOES NOT APPLY TO COLLECTION OFFERS, however.

We Guarantee all bulbs and plants to be true to name, first size, free from disease and pests, and to reach you in live and healthy condition. We do not guarantee them to live or grow in your garden under conditions over which we have no control.

Our iris rhizomes are NOT IRRIGATED, NOT FERTILIZED, and we have NEVER HAD AN IRIS BORER!

COOLEY'S GARDENS

SILVERTON, OREGON

Far West

H. M.
1937

New Introductions for 1938

Apricot

Kleinsorge, 1938

The first iris we have ever known to fully justify such a name. A seedling of Far West, itself a milestone in blended loveliness, this new introduction is solidly colored throughout . . . a uniform golden apricot self. The individual flowers are of medium to large size, with a slight fluting and ruffling in both standards and falls. Height about three feet. One could hardly imagine such color possible in an iris, when seen across the garden, at close range, or under artificial light indoors.

Each $12.00

Calcutta

Kleinsorge, 1938

A very tall and imposing flower in soft cocoa-brown tones, the falls overlaid blue with flecks of golden brown. Of bold growing habit, widely branched, carrying more than a dozen blooms per stalk. Height four feet. This is one of a series of blends shown in Dr. Kleinsorge's garden last season and its introduction was strongly urged by all who saw it.

Each $10.00

Red Cross

Kleinsorge, 1938

Rather a bizarre contrast of bright rose-red and white, especially striking in the garden picture because of its great carrying power. Viewed closely, it is a flower with solid rose-red standards and falls of the same color striped white . . . quite different than the usual haft markings of heavily veined types. An easy doer with nicely branched stems, three feet tall. A good supply permits introduction at the low price of $3.00 each.

Modiste

David Hall, 1938

We have never seen an iris with such smooth, soft, even tones of mauve-blue, so different from all blues and lavenders now available. For two seasons this very lovely seedling, actually startling in size, has drawn the attention of Chicago iris critics, and last year it was awarded the American Iris Society honor of "Highly Commended". This is the greatest honor possible for an unintroduced seedling.

In color similar to the old and beautiful "Mlle. Schwartz", but Modiste is a flower of broad hafts, full rounded shape, and ideal growing habits. Stems are heavy, well branched, and around forty inches tall. Each $10.00

Great Lakes

Cousins, 1938

In our ten years experience of introducing iris novelties, we have never placed an iris in commerce without having seen it. We are making the first exception in this case, for reports from Canada indicate that here, at last, is the perfect blue.

"It has all the attributes of a good iris . . . tall (42 inches) and well branched. Color is a light blue, about the same depth of tone as Shining Waters but nearer true blue. Standards are closed, no veining at the haft, and the shape of the flower is excellent. We have been hybridizing iris ever since Vilmorin introduced Ambassadeur and Ballerine, and of many thousands raised this is the first one considered for introduction." So says Lyman Cousins, London, Ontario, the hybridizer. Each $10.00

Alphabetical Iris List

Dwarfs, Intermediates and Fall Bloomers on pages 41 to 43.

ALINE **Each $4.00**

A truly lovely clean pure blue, large in size, on tall stems. This iris possesses an unusual enamel-like lustre which sets it apart from all other blues. Stock is scarce, hence it would be wise to order early.

ALLIES **Each 25c; 3 for 50c**

A French autumn flowering iris that has the habit of flowering intermittently throughout the summer as well as in spring and fall. Color is a combination of red-brown and fawn, a bit on the order of Dauntless. Rhizomes usually small but the flowers are of large size and the plants free blooming.

ALLUWE **Each 50c**

A new type variegata blend from Hans Sass. Standards of yellow with a peachy suffusion, falls very long, of a ruddy tone shading into gold at the edges. Extra late, very tall.

ALTA CALIFORNIA **Each 60c; 3 for $1.25**

Standards clear yellow, falls deep yellow, faintly bronzed. One of the tallest of all irises, very popular among the new yellows, a reliable performer in Minnesota as well as New England and California. The large blossoms are of firm smooth texture, produced on splendid stems. Shown in color on page 27.

AMENTI **Each $5.00**

A Sass introduction of 1936. Grayish vinaceous standards, light mauve falls, pale yellow beard. This is a lovely pastel described by one admirer as a different Pres. Pilkington. The flowers are large, on finely branched stalks.

AMIGO **Each $5.00**

Remember the old B. Y. Morrison? In this new introduction from the Longfield Iris Farm we have a flower of similar type, with light lavender standards and very deep hyacinth violet falls, edged the color of the standards and margined white. Of Dominion form and pansy-like texture.

AMITOLA **Each $7.50**

Another Sass variety of last season, something along the lines of Rameses in coloring, but coming from the originators of that Dykes Medal winner it can be relied upon to be a real and distinct novelty.

ANAKIM **Each $1.50; 3 for $3.50**

Gigantic lavender, so outstanding in its color class as to defy all predecessors. Despite its colossal size, the flowers are graceful in effect, well carried on stems over four feet tall. The extremely broad falls are a noticeable feature. One of the parents of the new Wm. Mohr seedling, Ormohr.

ANITRA **Each $15.00**

Beautiful shapely pale blue, color of the old variety Celeste, but of great size and splendid form. This is quite likely the finest blue iris ever originated by the Sass Brothers.

ANGELUS **Each $15.00**

A new pink blend, size and shape of Depute Nomblot, of which it is a seedling. In color it is a bright light pink, with slight lavender iridescence just below the lemon beard. Throughout the center of the flower there is a delicate infusion of lemon yellow. Because of its size, heavy texture, and broad falls, it ranks as one of the very best of recent pink introductions. Produced in Wisconsin, its hardiness is beyond question. Height about three feet.

ANNDELIA **Each 40c; 3 for $1.00**

One of the last to bloom, a dainty pink plicata that produces a lavish amount of ruffled blossoms. Seldom offered. Rather low growing habit.

ANNE MARIE CAYEUX **Each 50c; 3 for $1.25**

The smooth, soft tones of this iris are indescribable. The introducer says "a blending of the sky's colors at sunset and those of a pigeon's throat." The flowers are very large, of a thick and leathery substance. The whole effect is wonderfully beautiful—soft rosy heliotrope blended with grayish amber, beard orange. See page 29.

APRICOT **Each $12.00**

A very lovely golden apricot self, seedling of Far West, introduced this year. See page 6.

ASHTORETH **Each 50c**

A delicate yellow of large size and fine form, with very rich yellow buds. This is an excellent and dependable garden subject, liberal in flowering habit, surpassed only by the most recent novelty yellows.

AT DAWNING **Each $5.00**

Appropriately named huge flower of arbutus pink and brilliant rose, light yellow at the throat. There is a pearly suffusion in the standards. Stalks are very strong and hold the flowers well aloft on excellent branches.

AUTUMN DAWN **Each 50c; 3 for $1.00**

Fall bloomer of blended old gold and pink—certainly an advance in this type. In California, where it originated, it blooms almost continuously from August through the winter, commencing again in April. Height, two feet. Very rapid increaser, in no way tender.

AUTUMN FROST **Each $3.00**

A large flowered pure white, with golden haft and beard. A fall bloomer.

AVONDALE **Each $2.00**

Very large flower of subdued shades of copper, bronze and violet, beautifully blended. A reddish bronze effect in the garden, with very brilliant golden beard. Height 3 feet. Awarded an H. M. by the iris society in 1936.

BALDWIN **Each 30c**

One of the largest varieties, of a peculiar shade of manganese violet. A sort of heliotrope color, with monster blooms, freely produced.

Ormohr

Kleinsorge, 1937

A Wm. Mohr seedling that stands almost 40 inches tall, with giant flowers of a uniform gray-lavender veined violet. There is a faint rosy glow over the entire blossom. ORMOHR is not only the result of a rare and difficult cross, but it contains a quarter Bruno blood and is itself an abundant producer of seed when crossed. "Perhaps the boldest iris grown," says a nationally known critic. A rugged grower, well branched.

Each $25.00

BALLET GIRL **Each $4.00**

Pure blush pink, soft and daintily colored, with large rounded flaring falls. Its daintiness and grace are indeed suggestive of a dancing girl. Above average size in the pink class, this clearly colored introduction from H. P. Sass and Robert Schreiner is bound to win popularity on account of its exquisite coloring and unusual charm.

BEOWULF **Each $5.00**

True maroon red, carrying neither the usual purple nor the oftimes coppery tone peculiar to red iris. Of full Dominion velvetiness, with standards and falls both carrying the uniform deep maroon color. A seedling of Grace Sturtevant, produced by Robert Schreiner and introduced in 1936. Large, early blooming, well branched.

BLACKAMOOR **Each 60c; 3 for $1.25**

Dusky dark purple, with a metallic sheen and blue beard. The great flowers are very long in appearance, and the odd lustre gives them a certain individuality seen in no other sort. Free blooming with purple tinged foliage Very fine.

BLACK WINGS **Each 60c; 3 for $1.25**

Those who have been looking for a black iris will find that the quest almost ends here. The actual color is midnight blue, with a frosty lustre on the velvety falls. A big flower, easily grown, and one of the most popular varieties in commerce. Runner up for Dykes Medal, 1935.

BLUE BANNER **Each 35c**

A fine tall iris in two shades of blue, the standards very bright and frilled, the falls deep velvety blue with a narrow band of brilliant blue matching the standards. An outstanding blue effect in the garden.

BLUE MONARCH **Each $1.00**

A deep blue from Jacob Sass, of vigorous growth and good habits. Awarded an H. M. by the American Iris Society in 1935.

BLUE TRIUMPH **Each $3.00**

Very pale blue, of soft even tone but heavy substance. Huge stalks, carrying from 12 to 15 flowers, widely set apart. Produced by Mr. Grinter, who gave us Garden Magic and Missouri.

BLUE VELVET **Each 35c; 3 for 75c**

Few irises have been more favorably received than has this velvety giant in royal shades of richest blue. For several seasons past the price of this variety has remained quite high, but we now have a large stock of exceptionally fine plants.

BRUNHILDE **Each $4.00**

Very dark uniform violet blue self, including an unusual blue beard. A most regal iris that will be particularly welcome because of its color intensity and unusually smooth finish. The flowers are of perfect flaring form, the stalks low and widely branched, carrying up to 20 buds. Beautiful under artificial light. A Carl Salbach introduction of 1934.

BUECHLEY'S GIANT **Each 40c; 3 for $1.00**

With the perfect form of Frieda Mohr, and the clean blue-lavender of Lord of June, this new iris is one of the most colossal flowers we have. The stalks are extra heavy and tower to great height, with foliage in proportion. Compared with Mabel Taft, another giant iris, this has a silky finish rather than velvety, different form, and is lighter in tone.

BURNING BRONZE **Each $3.00**

A dark but blazing metallic red, a flower of great size, and one of the superfine seedlings grown by America's foremost hybridist, Dr. Ayres. This spectacular flower created a sensation when shown at the AIS meeting in Freeport in 1933, and some critics pronounced it the finest red iris in existence. It differs from most others in its bronzy finish. H. M. AIS 1933. See page 12.

BUTO **Each 20c; 3 for 50c**

A very dark, solid purple, from the Sass Brothers. One of the darkest of all irises, and a very early one. Flowers are of large size, rounded in shape, and without any veining or reticulation. A very free blooming iris on medium height stems.

Planted with the yellow Desert Gold, which blooms at the same time, a most striking garden effect is created.

BYZANTIUM **Each $2.50**

A tan-brown overlaid with gold; along the midrib of the standards is a delicate penciling of iridescent blue, adding a note of charm and refinement to the whole. Does not lose its delicate color in hot sun.

CABALLERO **Each $2.50**

Medium deep rosy red, somewhat of the coloring of Rose Dominion, with very velvety falls and a satiny sheen over the entire bloom. Wide petaled, gracefully flaring, the huge flowers are majestically poised on stems of strong and vigorous growth. Heavy grape fragrance. This is a Nicholls introduction of 1935.

CALCUTTA **Each $10.00**

A new blend of cocoa brown and pale blue, very tall, exceptionally well branched. See page 6.

CALIFORNIA GOLD **Each $3.50**

The deepest large flowered yellow, being a seedling of Grace Sturtevant and unquestionably hardy. Does not fade, and shows no paling in standards, falls, or beard. Said one iris enthusiast, gazing upon one of its full blown golden blooms for a full minute, "It isn't so. There is no such iris". Runner-up for Dykes Medal in 1937.

CHEERIO **Each $3.00**

A popular variety of recent introduction in the bright red class, with tan standards and flaming red falls. This is the first time we have had sufficient stock to offer.

Copper Lustre

Kirkland, 1934

THE IRIS OF THE CENTURY!

In such words have those who have seen this flower expressed their opinions of its individuality and color brilliance.

Yes, it is something new under the sun, and although now in commerce for the past few seasons there is still nothing like it.

Glistening and shimmering like a nearly new penny, it commands the attention of every visitor, for in addition to glowing and novel color, it also possesses great size, height, excellent branched stalks, and fine foliage. All these features are combined with complete hardiness.

It leads the list of iris receiving the Award of Merit of the American Iris Society last year, having already been awarded an H. M. in 1935.

Each $8.00

Three $20.00

Burning Bronze

CHROMYLLA **Each 50c**

With its soft smooth finish, heavy substance, and uniform lemon chrome coloring, Chromylla has maintained a steady popularity as one of the leading new yellows.

CLARA NOYES
Each 25c; 3 for 50c

This lovely warm blend from the Sass gardens has been a sensation in the iris world for the past few years. The coloring is a medley of peach and apricot tones, suggesting the rich and brilliant blendings of the rose "Talisman." A beautiful novelty which is always a complete sell-out each season. Small rhizomes always. See page 39.

COLUMBINE **Each 25c; 3 for 50c**

Introduced as a white Aphrodite, one of the parents. As clean and clear as a crystal, with lovely form, slender branching stems, this free flowering white is distinct from all other white irises.

COPPER LUSTRE
Each $8.00; 3 for $20.00

Absolutely unique, a magnificent iris from the hand of Dr. Kirkland, who gave us Desert Gold, Black Wings, and a number of very recent novelties certain to make a fine impression on the iris growing public. Copper Lustre positively glows in its bright copper, gold, and pinkish tan blendings. It is a huge flower, with lush foliage, and in the garden of its originator was the center of attraction and comment when the American Iris Society met in Nashville. H. M. AIS 1935, A. M. 1937. See page 11.

CORALIE **Each $2.00; 3 for $5.00**

A blend of pink and red that approaches raspberry color in effect, with a dazzling note added in the bright golden beard. With this fine variety Dr Ayres has scored honors again, for Coralie was awarded an H. M. by the AIS in 1932 and in 1933 was given the Dykes Medal. Such recognition stamps it as a certain leader for many seasons to come.

CHOSEN **Each $25.00**

The great new yellow from Southern California. Claimed to be solid yellow throughout, with no Dykes parentage, a giant plant reaching 50 inches in height. We have neither bloomed it nor seen it as this is written, but of course shall have done so ere this catalog reaches you.

CORINTHE **Each $10.00**

A new French introduction from Cayeux that was awarded a special Certificate of Merit in Paris in 1934. The flowers are of immense size and beautiful coloring, with broad arching standards of rich silky bishops violet. The falls are broad and spreading, of richest velvety bishop's violet. A strong grower, reaching four feet in height. Very few rhizomes.

NOVELTY COLLECTION

Kindly observe the conditions of this offer. . . . Do not select more than two from the first set, two from the second set, nor more than four from the last set. Please do not request us to accept an order for less than six, nor to substitute varieties not in the list.

Itasca

8 FOR $25.00

YOU SELECT THEM--TWO FROM THE FIRST SET, TWO FROM THE SECOND AND FOUR FROM THE THIRD . . .

ANY TWO

- Copper Lustre
- Naranja
- Directeur Pinelle
- Gloriole

ANY TWO

- Ballet Girl
- Happy Days
- Itasca
- Junaluska

ANY FOUR

- Avondale
- Burning Bronze
- California Gold
- El Tovar
- Golden Helmet
- Lady Paramount
- Spokan

Golden Light

CREOLE BELLE **Each $3.00**

A very dark blue purple, with odd brownish stain about the hafts. Individual in effect, of large size and excellent habits. One of the recent things from Col. Nicholls, awarded an H. M. in 1936.

CROWN PRINCE **Each 40c; 3 for $1.00**

Finest and richest of Dominion variegatas, with deep orange-yellow standards and falls of dark and velvety red-brown, solid to the edge. A superb iris on the Pacific Coast, it reaches real perfection in New England and the Northern tier of states. Produced by Dr. Kleinsorge, and one of our own well received introductions. See page 19.

CRYSTAL BEAUTY **Each $2.00**

A new white from the Sass Brothers, said by some to be the cleanest white yet produced. It has been highly praised by critics in the Iris Bulletins. Height 40 inches.

DAUNTLESS **Each 25c; 3 for 50c**

Probably the most popular and widely known of all so-called red irises. Although we now have several newer introductions that surpass it, none the less Dauntless remains near the top, and there has never been sufficient stock to supply the demand. The blooms are of great size, on tall heavy stems, and last over a long season. The coloring is rich velvety red, with very little of the blue or purple undertone. A former Dykes medal winner. See page 39.

DEPUTE NOMBLOT **Each 35c; 3 for 75c**

One of the world's greatest irises, a French introduction that has proven extremely popular everywhere. Standards light glowing rosy-purple, overlaid bronzy gold. Falls very wide, spreading, purplish garnet-red shading to lighter rosy bronze at the edge. Deep orange beard. Over four feet tall, especially well branched. A Dykes Medal winner in France. Photograph on page 17.

DESERET **Each $3.50**

Here is a "brushed" variegata, a flower quite apart from others of this class, creating a red-orange tone in the garden. As exciting and gay as a gypsy carnival, says the introducer. Standards are very deep yellow, falls the same heavily brushed chestnut red.

DESERT GOLD **Each 25c; 3 for 50c**

Among the earliest of the tall bearded group. An extremely large, fine formed, smooth clear yellow. Standards are nicely domed, pure light yellow. Falls are extra broad, pure yellow with very rich yellow beard. It certainly is deserving of a position among the best new introductions. Plant a clump in front of several clumps of Santa Barbara—they bloom together, and what a picture! H. M. AIS 1931; A. M. 1932.

DESTINY **Each $7.50**

From New Zealand. A great heavy flower of deepest blackish bronzy purple, with rich golden beard. If you think the ultimate has been reached in such colors, wait until you see this one and Directeur Pinelle . . . they are both real surprises!

DIRECTEUR PINELLE **Each $5.00**

Among the arrivals from France in recent years this ranks near the top. Few iris are of greater size, with such splendid form and branching habit. The color is richest maroon purple, with bronzy undertone. Newly opened blossoms are almost black.

DOGROSE **Each 40c; 3 for $1.00**

A very beautiful, superb pink iris, with very large oval shaped flowers in a uniform shade of soft rose-pink, with deep gold beard. The stalks are almost shoulder high, and it is a profuse bloomer. This variety will show up to best advantage after it has become established a full year. Winner of a silver medal in England. Small rhizomes. Shown in color on page 22.

DOLLY MADISON **Each 20c; 3 for 50c**

Blend of mauve and grey, with very bright orange and yellow center. It is of large size, with fine stems, hardy anywhere. Without doubt one of the best irises ever originated and one of the most popular in this country. See cut on page 38.

E. B. WILLIAMSON **Each $20.00**

Glowing coppery red blend, a deeper and redder effect than Rosy Wings. The originator, Paul Cook, of Bluffton, Indiana, has raised thousands of seedlings over a period of many years, and this is his first introduction. We saw it there last season and promptly bought stock. Not to be confused with either the reds or the coppers, it stands in a special niche all its own. Large flowers of silky texture, fragrant, on 3-foot stems.

EASTER MORN **Each 75c; 3 for $2.00**

Remindful of all that is pure, like the candles and lilies at an Easter service. A creamier and heavier white than Purissima, with a rich golden center, flaunted on giant stalks that spring from broad sword-like foliage of vivid green. A flowering specimen of this in one's garden is a sanctuary for all visitors.

EGYPT **Each 50c**

A grand iris of immense size and great substance, enduring wind and rain, as well as a strong sun. Broad standards, stiff and erect, of a livid bronzy-violet. Falls very large, long and drooping, of deep velvety maroon-purple, with black sheen. Bright gold beard.

EL CAPITAN **Each 35c; 3 for $1.00**

Here is one of the best and most popular irises ever originated, a gigantic light manganese violet bicolor, a frequent winner at the shows, and a real stunner in the garden.

ELKHART **Each $7.00**

Deep chestnut red, introduced last year. This iris appears red in certain lights, brown in others, with a vivid beard. It is large in size, rounded in shape, with well branched stems. A seedling of Ethel Peckham crossed with King Tut, produced by Mr. Lapham, of Elkhart, Indiana. It was our intention to feature this in color this year, but weather conditions last season prevented our securing proper color data.

ELOISE LAPHAM **Each 35c; 3 for 75c**

This delightfully ruffled flesh pink iris appears to have the delicate smoothness of kid, and its rapid increase and great freedom of bloom will be sure to make it a great favorite. About the size and shape of Midgard; of medium height. See page 23.

EL TOVAR **Each $2.50**

A gorgeous variegata blend, in rich brown-yellow and blackish maroon, with a yellow glow at the heart. This iris is one of the foremost of all new introductions of the past three years, having been awarded an H. M. of the AIS in 1932 when first exhibited. Nothing like it. Height 3 feet.

ETHEL PECKHAM **Each $2.00; 3 for $5.00**

Large, perfectly formed flowers of a blazing reddish tone. This iris, placed on the market in 1932, has enjoyed tremendous popularity. The color is extremely bright, nearly a uniform shade in standards and falls. It boasts every good point in growing habit, and in addition usually throws up occasional stalks throughout the summer and fall!

Gudrun

EROS **Each $2.00; 3 for $5.00**

Very tall salmon colored self, possibly the nearest to this color ideal that has ever been offered. The throat is lit with gold, giving it a brilliance and warmth especially telling in garden effect.

ETHELWYN DUBUAR **Each $1.00; 3 for $2.50**

A new outstanding pink, produced by E. G. Lapham, of Elkhart, Indiana, and introduced in 1933. A heavy flowering variety, it evoked the following comments in the AIS Bulletin for October, 1933: "The largest flower of any pink I have seen. A 'best seller' in my garden. A larger flower than Pink Satin." Deep pink in general effect, with lemon beard. Height 3 feet. See page 24.

EUPHONY **Each 20c; 3 for 50c**

The standards are mustard yellow, waved and fluted, stained with light brown at the tips. Falls are squarely held, mustard yellow, flushed with blue in the central portion and overlaid soft brown. This is a lovely and bright color harmony, and the great freedom of bloom of this variety makes it a heavy favorite. See color reproduction on page 39.

Kalinga

EVELYN PULLAR **Each $10.00**

A new departure in tall bearded iris, one which begins blooming in late fall and continues throughout the winter. Full account on page 41.

EVOLUTION **Each 25c; 3 for 50c**

Pale copper-bronze self, with heavily frilled standards. The falls are also copper-bronze, but are overlaid blue and capped with a brilliant orange beard. This is of French origination, and is one of the most worthwhile irises we have had from that master, Cayeux.

FAR WEST (Kleinsorge, 1936)
Each $10.00; 3 for $25.00

Shown on page 5, a warm and mellow blend of salmon and golden sand, of coral and henna, with a soft glow at the heart. Originated in the West, and containing that multitude of tints seen in the western sky at sundown. Of bold and sturdy growing habit, the big blooms are well spaced on fine stalks reaching 40 inches in height.

The likeness of this flower is achieved by a new process and we guarantee its absolute accuracy, although some reduction in size was necessary.

FRIEDA MOHR **Each 20c; 3 for 50c**

Dependable anywhere, despite the fact that it was originated in California and contains tender blood, it is perfectly at home in Ohio, Minnesota, and New England, as well as in the moist climate of the Pacific Northwest. The color is a lively shade of violet-pink, standards slightly lighter than the falls. Its huge size and great height make it a leader in any color class. See color illustration on page 38.

FRIVOLITE **Each 40c; 3 for $1.00**

The general effect is one of brilliant shrimp-pink, with golden glints. This French introduction is offered as a great improvement upon the fine variety Marquisette, being a deeper shade. A very lovely and unique novelty, at its best when established a year. It increases rapidly. See page 22.

GARDEN MAGIC **Each $30.00**

A red self of a shade similar to the falls of Shirvan. In other words, a deep, rich pansy-like tone and quality in a seven-inch blossom. There is scarcely any veining and a rich orange beard adds to its effectiveness. Grows to 40 inches in height. Very few rhizomes.

GENEVIEVE SEROUGE **Each $1.00**

Of soft pastel shades, tan in the standards with faint blue flush, the falls misty blue with edge of honey yellow. This is a vigorous grower, reaching almost four feet, with large blossoms and well-branched stalks. Much more colorful than Ningal and other pale blends.

GLEAM **Each 25c; 3 for 50c**

For an azure blue at low cost, unquestioned hardiness, freedom of bloom, and all general good qualities, we have added this seedling of Col. Nicholls'. In Philadelphia last spring we saw it planted with another of his varieties, Tokay, and the combination of salmon and blue would be a joy to any gardener.

GLORIOLE **Each $5.00**

Described as an "ice blue self", this introduction by Merton Gage was the outstanding new iris in New England during the past three seasons. Critics in that section waxed very enthusiastic when it was first shown, and it was immediately awarded an H.M. of the Iris Society. Of huge size, the pale blue petals are entirely overlaid with frosty crystal-like particles. Wonderfully formed and surely a most noble flower. A. M. AIS 1935.

GOLDEN FLARE **Each $1.00**

Flame colored! And that is no exaggeration. It is many shades deeper than Talisman, with much more orange and a salmon-rose dominating background. As a garden subject it creates a flash of brilliance equaled by few sorts. Medium in size, with slender stems; a color jewel that will captivate you.

GOLDEN HELMET **Each $2.50; 3 for $5.00**

A huge King Tut, with very ruffled standards and ox-blood red falls. The public has long wished for a flower of large size with the bright red falls of the old favorite King Tut, and we have it here, with brighter standards and attractive ruffling to enhance it.

GOLDEN HIND **Each $10.00**

No yellow iris in commerce contains the deep buttercup tone of this English origination. There are larger new yellows, but certainly there are none so nearly the ideal in clear rich color. The tone deepens at the haft, due partly to the vivid orange beard. Stems seen last season were three feet in height and finely branched. While not a large iris, Golden Hind is sufficient in size to merit a place amongst the most recent sorts.

GOLDEN LIGHT **Each $1.50; 3 for $3.00**

A seedling of Euphony, with the distinctive form and size of that lovely ruffled variety. The difference lies in the rich orange-cinnamon color of this new variety — something new in the tan group. Very bright and of wonderful carrying quality. 40 inches tall. Shown on page 14.

GOLDEN TREASURE **Each $10.00**

Solid deep cream, but with an outpouring of rich golden orange all about the central portion of the flower. This gives it a distinction so striking that it will be immediately singled out in a planting of hundreds of varieties. We saw this as a seedling in 1935 and regarded it as the finest un-introduced iris we saw that year. Produced by Robert Schreiner in St. Paul, Minn., it is most vigorous and grows to 40 inches tall.

Depute Nomblot

GRACE STURTEVANT **Each 35c; 3 for $1.00**

Almost black-brown when first opening, this velvety Dominion seedling holds first position in its color class. The chocolate falls are figuratively set on fire with the leaping brilliance of the orange-red beards. It is one of the most popular among visitors to our display gardens, and deservedly so. We now have a large stock of fine big rhizomes. See page 23.

GREAT LAKES **Each $10.00**

Sensational blue self, quality of Shining Waters, bred in Canada, positively hardy. See page 7.

GUDRUN **Each $1.50**

Heavily textured enormous white, from the well known Mrs. Dykes in England. The flowers are very long, with falls that spread outward at the tips. Beard is brilliant orange. This is a warm, or creamy, white, with a slight gold sprinkling over the entire bloom. A one-time winner of the Dykes Medal. See page 15.

HAPPY DAYS
Each $4.50; 3 for $12.00

A solid uniform bright yellow, in size as large as the giant El Capitan, and acclaimed by every iris critic who has seen it. Compared with California Gold, Happy Days is a brighter yellow, with a slight undertone of orange, as against the deep greenish-gold of the former. They do not compete with each other, being entirely different and similar only in that they both are ultra modern extra fine yellows. H. M. AIS 1935.

HELIOS **Each 35c; 3 for 90c**

Pale yellow of great size, with ruddy etching on the falls. A parent of the fine Marquita. One of the best soft yellows at so low a price.

IMPERIAL BLUSH
Each 75c; 3 for $2.00

A new creamy pink, tall, with very large blossoms, of delightful perfume. The stems reach 40 inches in height. A Sass production, vigorous and very free flowering. This does not carry any of the yellow glow of most other pink toned irises.

INDIAN CHIEF **Each 20c; 3 for 50c**

Well named, for while classed as one of our superior reds, it carries a bronzy overcast, being regarded by some critics as a red blend. At any rate, Indian Chief is one of the most popular of the newer things, and a credit to Doctor Ayres, its introducer. The velvety falls are deep blood-red, blended with bronze, and the standards are considerably lighter in tone. A large flower, quite tall, and very well branched. See page 39.

President Pilkington

INDIGO BUNTING
Each $1.00

Something different in clear blue, a rather deep shade, nicely formed, with an odd brownish suffusion near the haft. Flowers are freely produced, making it excellent as a garden or landscape subject. Good blues are in keen demand and this is one of the best.

ITASCA
Each $5.00; 3 for $12.00

Raised by Dr. R. E. Kleinsorge, Silverton, Oregon. A positive self of the darkest, yet most vivid, deep amethyst. It carries no veining whatsoever, and the great depth of tone is intensified by a heavy brown beard, underlaid with blue. The texture is like silk, and the flowers are rounded in shape, with nicely branched stalks 30 to 36 inches high. See page 13.

JEAN CAYEUX **Each $1.00**

Certainly one of the most beautiful irises we have ever flowered in our gardens. Likewise, it is one of the most unusual in color—a soft, smooth, light buff, described by some as "coffee colored" and by others as Havana-brown. The form is perfect, and the size is larger than average. It is splendidly branched, over three feet tall, and flowers over a long season. Jean Cayeux has been awarded a Certificate of Merit by the French Horticultural Society, and in 1931 it won the Dykes Medal for the finest iris of the year. It is listed in Schreiner's "100 Super-Iris." See page 27.

JEB STUART **Each $3.50**

Deep blackish brown, with rich orange beard. A great improvement on Grace Sturtevant, being larger, taller, and of much better form. Awarded an A. M. by the American Iris Society in 1935. Limited stock.

Crown Prince

Legend

JERRY **Each $1.00; 3 for $2.50**

Raised by Mr. E. G. Lapham, Elkhart, Indiana. We take particular pleasure in being numbered among the joint introducers of this perfectly formed, extremely brilliant red iris. Mr. Lapham has a splendid reputation for quality in his previous introductions, and enthusiasts will find that Jerry is very close to the reddest thing ever turned out in an iris. Not only that, but the large rounded flowers are as near perfection as could be desired. Height three feet, rapid of increase, hardiness unquestioned. We recommend it whole-heartedly.

JOYCETTE **Each $1.00; 3 for $2.50**

Red, that is, as red as any iris we have and with both standards and falls in identical tones. This is a fine grower, with tall sturdy stalks and extra large flowers. Some critics declare this better and redder than Ethel Peckham; they are somewhat similar, Joycette undoubtedly being the taller of the two. No doubt but that this ranks with the leading introductions to date. We have a wonderful stock of it.

JUNALUSKA **Each $4.00; 3 for $10.00**

One of the finest novelties in commerce today, a unique blend of red, copper, and rose. A member of the trio of especially worthwhile things produced by the Chancellor of Vanderbilt University, Dr. J. H. Kirkland, the other two being Copper Lustre and At Dawning. This flower possesses tremendous garden value with its glowing copper-red effect, and leaves nothing to be desired in the way of size, height or form.

K. V. AYRES **Each $1.50**

Very pale coffee color, tinged lavender and cream. A huge soft blend with very tall stems and heavy foliage. This iris was named by Dr. Ayres in honor of his wife, a sure sign that he regarded it most highly.

KALINGA **Each $2.00; 3 for $5.00**

Huge cream self, outstanding not only as an exhibition spike, but as a garden specimen as well. The broad, spreading, ivory textured blooms generally come out in groups of three or four simultaneously, and each stem will carry from twelve to fifteen flowers, with perfect spacing. An offspring of Dolly Madison, its hardiness is beyond question. Four feet in height. Illustrated on pages 16 and 34. H. M. 1936.

KING JUBA **Each 25c; 3 for 50c**

Clear golden standards and brilliantly contrasting falls of velvety red, the latter especially wide and heavy of texture. A red and yellow effect as compared with the orange and brown of Crown Prince.

KING MIDAS **Each 25c; 3 for 50c**

One of the first of the tall bearded irises to flower. Of a soft and bewitching tone of golden buff overlaid garnet brown. The heavy beard is deepest orange, and the entire center of the bloom is illuminated with intense golden lights. Perfect in every detail. Medium in height.

KING TUT **Each 20c; 3 for 50c**

One of the inherent qualities of the many new Sass irises is the element of rich red-brown in the various color schemes. This has been accomplished through the use of King Tut in the various crosses, and in spite of his almost countless progeny, the King still remains the most brilliant of all, blazing in the sunlight like a live ember. Easy to grow, a free flowerer. Every iris grower should have it.

LADY PARAMOUNT **Each $2.00; 3 for $5.00**

The sensational new seedling of the famous variety W. R. Dykes. A really magnificent flower in clear primrose yellow, with firm silken texture. It is one of the most stupendous in size and foliage in our collection.

We have several reports of excellent success in Nebraska, Ohio, and New England, where this iris was grown the past season. Not nearly so deeply colored as either California Gold or Happy Days, it is nonetheless one of the most beautiful varieties we have ever flowered, and will take its place among the best.

LEGEND **Each 40c; 3 for $1.00**

A huge flower of the Cardinal type; rich deep claret falls, seemingly of pure velvet, and standards of deep blue, slightly bronzed. The color combination is a bit like that in Sir Michael, although Legend is considerably darker all around. The flowers are enlivened by a heavy gold beard. Here is one of the largest and most majestic irises in commerce today, with every possible good point, and the price is reasonable for such a new introduction. From the Wareham collection in Cincinnati. One of Schreiner's "100 Super-Iris". Shown on page 20.

LIGHTHOUSE **Each $7.50**

A very bright rose blend, of bold growing habit with enormous blossoms. In effect an old rose self with a most brilliant center of yellow and fiery gold. Among the hundreds of new iris seen on our trip last season this struck us as among the outstanding half-dozen. A California production, but being a seedling of Helios x Rameses its hardiness is assured. It was particularly fine in New England.

LODESTAR **Each 35c**

One of the last to flower, this bright combination of glittering yellow standards and very dark brownish falls is a real "high light" in any garden. Flowers are of perfect formation, lavishly produced. Height about two and a half feet. Very small rhizomes always.

LOS ANGELES **Each 25c; 3 for 50c**

Sister seedling of the wonderful plicata San Francisco. A giant in size, snowy white, with faint edgings of lavender-blue. Splendid stalks were on exhibit in the St. Paul iris show, and it was growing and blooming lustily in the Schreiner garden in that city, indicating that it is really quite hardy when once acclimated.

MABEL TAFT **Each 40c; 3 for $1.00**

Wonderful giant blue, with velvety falls. A candidate for "the world's largest iris", the stalks towering to almost five feet in some instances, and with the largest foliage of any bearded iris we have.

THRIFT Collection

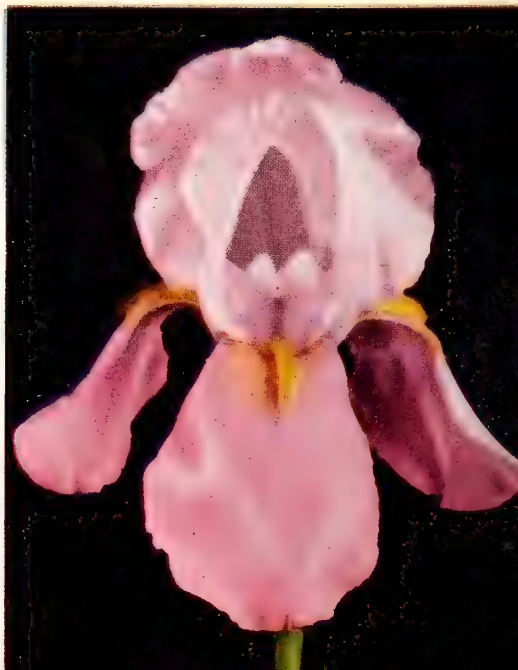
Any 10 for $3.00, or Any 25 for $6.00

Your Selection

Winneshiek

Sir Michael

Dogrose



Frivolite

HERE is that opportunity to add real value to your collection at trivial cost. We have built up stocks of thousands upon thousands of husky, well rooted rhizomes of these fine things, grown on new soil. A wide array of color and type is yours from which to select. Late in the season better make a second choice or two.

Grace Sturtevant

Venus de Milo

Anne Marie Cayeux
Ashtoreth
Autumn Dawn
Blue Banner
Blue Velvet
Buechley's Giant
Crown Prince
Dogrose
El Capitan
Eloise Lapham
Frivolite
Grace Sturtevant
Helios
Legend
Mabel Taft
Mrs. Herbert Hoover
Noweta
Picador
Pink Jewel
Pink Satin
Red Robe
Sacramento
Sensation
Sir Michael
Spring Maid
Tapestry
Tiger-Tiger
Valor
Venus de Milo
Vert Galant
Wambliska
Winneshiek
Wm. Mohr
Zaharoon

Eloise Lapham

Tapestry

Ethelwyn Dubuar

MME. MAURICE LASSAILLY
Each $20.00

While we have not seen this iris at the time our catalog is written, it would appear that it somewhat resembles the American variety Amigo, being bluer, perhaps. This new French sort won the Dykes medal in 1935, and is described as having flax blue standards and violet falls edged lavender. Three feet tall. Few plants.

MAGENTA **Each 25c; 3 for 50c**

Very deep amethyst-violet, a shade not comparable to any other iris. Very free blooming, with flowers better than average size. This is another variety which makes a grand showing on a two-year clump, and especially when planted adjacent to pink or yellow.

MARCO POLO **Each $7.50**

For several years we have heard of the spectacular red seedlings grown by Robert Schreiner in St. Paul. In 1936 he introduced two of them—Marco Polo and Beowulf. This one is the more brilliant red of the two, with lustrous rose standards and vivid crimson velvety red falls. There is no venation on the haft and a bright orange beard contributes a touch of high color.

MARQUITA Each $1.50; 3 for $4.00

A well named iris in brilliant ivory yellow, with ochraceous maroon veinings on the falls. The standards are ivory deepening to sulphur at the base, and so large that they constitute the major portion of the flower. Falls are of the same color, but entirely lined maroon. This very late novelty was one of the two or three most popular things among our visitors last season.

MARY GEDDES
Each $1.00; 3 for $2.00

In the forefront of American introductions during the past two or three seasons, and for that matter, one of the finest and most distinct irises of all time. The color is light ochraceous salmon, the falls stained deeper. In our garden it has always exhibited four-way branching habit, and is one of our longest lasting varieties. Very little stock available anywhere in the country. Awarded an A. M. at Wisley, England, in 1933. Dykes Medal, 1936.

MARY SENNI **Each 50c**

Huge mauve blend, a sort of ashes of roses combination, with golden beard to relieve the sombreness. Produced by the great Frenchman, Millet, this iris was named for the foremost iris critic in Italy. We do not have any other iris near this color in our entire collection, and stock is offered by very few growers.

MEHAMA **Each $1.00; 3 for $2.00**

A blend of pink and yellow, with an underlying cast of pale blue. A self in effect, although the standards are slightly lighter and reflect the glints of dust-like golden particles. A very large iris, quite early, on stems from 30 to 36 inches tall. With the sun on it, or through it, Mehama is one of the most enchanting things in the garden.

MELCHIOR **Each 20c; 3 for 50c**

The deep velvet-maroon flowers leave nothing to ask for in either size, shape, or all-round iris perfection. My own color description would be "a self of velvety-garnet, with beard of bronze-yellow." Melchior was introduced in England as an improved Mrs. Valerie West, but with us it is distinctly different, and we personally regard it as one of the world's very best.

MELDORIC **Each $1.00; 3 for $2.50**

Huge blue-black self, one of the richest and most striking irises ever introduced. First offered for sale in 1930 it has been so in demand that there has never been enough stock to fill the orders for it. Neither a rapid increaser nor a free flowerer, it rewards the owner with spikes of bloom that are well worth waiting for. If this iris were as consistent a performer as some varieties it would almost certainly have been a Dykes Medal winner.

MIDGARD **Each 20c; 3 for 50c**

When this lovely beauty was first shown, it created a furore, because the yellow-pink blended flowers introduced a new color note, and the ruffled petals were an added touch of distinction. It has proven to be one of the most reliable varieties for severe climates, besides being a very free bloomer and rapid multiplier. No iris since the introduction of Morning Splendor has been so universally popular. Especially lovely under artificial light, and unsurpassed for massed planting on the landscape. See page 38.

MIDWEST GEM **Each $20.00**

One of the very best new Sass varieties, a beautiful self of pale apricot yellow, lightly flushed pink. In habit of growth it is immense, and the flowers are perfectly balanced in form. Height well over 3 feet.

MISS CALIFORNIA **Each $15.00**

Gigantic lilac pink, with the growing habits of Dauntless, one of the parents. While not the "pinkest" iris, the shade of this one is quite distinct and it surely has every attribute that one could wish for in a perfect flower. It was one of the high spots in the Salbach display garden last spring. Midseason, 48 inches.

MISSOURI **Each $3.50**

Clear, clean blue, of sensational size. There has never been sufficient stock to supply the demand for this iris, declared by some observers to be the last word in its color. Very few plants. Dykes Medal 1937.

MODISTE **Each $10.00**

Huge creamy mauve, hit of last year's Chicago show. One of the four iris awarded "Highly Commended" by the American Iris Society last year. See page 7.

MOHRSON **Each $3.50**

Seedling of the famous iris Wm. Mohr. For almost a decade hybridizers have been trying to secure seedlings from this strange and enchanting flower, and at last we are able to offer two. Mohrson is much taller than its parent, of a deep violet color, very heavily veined still darker. H. M. AIS 1935.

MONADNOCK **Each $15.00**

We saw this iris put out its first bloom stalk in the Salbach garden in 1936, and immediately looked forward to its eventual introduction. A flower of tremendous size, solid bright rose-red in color, a seedling of Marquita. Quite late, over 40 inches tall.

MOONGLO **Each $2.50**

Very lovely and unusual blend of heavy substance. Standards are pale yellow, falls the same flushed Chinese violet. One admirer says "the golden glow of the moon all tangled up with the rosy clouds of sunset." Large flowers, ivory-like texture. A new Longfield novelty highly recommended.

MOROCCO ROSE **Each $15.00**

Very large rose-pink self, soft yellow glow at the heart. A seedling produced by Dr. Loomis of Colorado Springs and placed on the market by Quality Gardens of Freeport, Illinois, where it was a great favorite of the many iris judges converging there for the annual iris show. Our stock is very limited

MOUNTAIN SNOW **Each $20.00**

Outstanding new white giant from New England, introduced by the Kelloggs last season. Awarded an H. M. by the iris society in 1936 as a seedling, we were much taken with it when we viewed it last spring in its home garden. The form is perfect, with very broad falls and extra heavy substance. A cool white, as the name implies, with a very faint suggestion of blue shadow on the falls.

MOUNTAIN SUNSET **Each 85c; 3 for $2.00**

An indescribable medley of fawn and old gold, equally suffused in the standards, and the falls entirely overlaid with varying shades of violet. Novel in shape as well as in color; a blend of pastel tints that invites close inspection. Very late, medium in size, thirty inches tall. See page 27.

Meldoric

ANNUAL $5.00

Any 10
YOUR CHOICE
for **$5.00**
POSTPAID

Seven only from the list on this page.

Three only from the list on page 27.

All 26 Varieties
for **$10.00**

SELECT ANY 7 OF THE FOLLOWING 21 VARIETIES:

- Alta California
- Anne Marie Cayeux
- Black Wings
- Blackamoor
- Easter Morn
- Imperial Blush
- Mary Geddes
- Mehama
- Meldoric
- Mountain Sunset
- Noweta
- Pink Opal
- Red Dominion
- Rubeo
- Shirvan
- Theodolinda
- Vert Galant
- Winneshiek
- Sir Michael
- Jerry
- Venus de Milo

This feature offer of our catalog has come to be looked upon as the ace event of the year by iris fanciers. It always constitutes a list of the novelties of yesterday, now brought within the means of the average gardener. The flood of orders received last season is full evidence of the popularity of this collection and moves us to again suggest that you name two or three second choices if your order is sent in late.

Collection

Alta California

Jean Cayeux

PLUS **ANY 3**

OF THE FOLLOWING FIVE:

- Golden Light
- Ethel Peckham
- Jean Cayeux
- Eros
- Marquita

Red Dominion

Mountain Sunset

Dr. Kleinsorge and Ormohr

MRS. HERBERT HOOVER **Each 40c; 3 for $1.00**

One of the new pink or near-pink varieties. The standards are old rose, lightly tinged with bronze, and are broad and ruffled. Falls are a deeper rose, with midrib of turquoise blue. The center of the flower is lit with a most brilliant beard and style arms. Exceptionally free flowering and rapid of increase. Stems are tall and well branched. In a class with Frivolite and Marquisette; between the two in general color effect.

MRS. VALERIE WEST **Each 20c; 3 for 50c**

The rich brown-reds of Bruno and the plush crimson of Cardinal combined into one gigantic flower—the crowning achievement of the great Bliss, who gave us Dominion and the long line of its famous progeny. The broad foliage is handsomely curved, lending a distinctive note, and the heavy stalks are widely branched. The enormous blossoms are produced in great profusion, completing all the desirable features anyone could ask for in a truly world famous iris.

MUSSOLINI **Each $5.00**

A very long, egg-shaped deep purple, with heavy reticulation on the haft. Of great size and imposing appearance in the garden. An English silver medal winner.

NARAIN **Each $5.00**

A brand new blue introduced by Quality Gardens in 1936. Has a silky texture, cream throat, and blue beard tipped soft yellow.

NARANJA **Each $8.00; 3 for $20.00**

The leading introduction from Sidney Mitchell during the past two seasons, and the first iris of huge size with a definite orange tone. Taller even than Happy Days, and practically as large. The falls are ochraceous orange, with a yellow heart, and the standards are bright empire yellow, the beard orange-yellow.

NEON **Each $2.50**

"The bright and shining light of the garden." Thus does the originator, Carl Salbach, describe it. The standards are bronzy gold, the falls bright and velvety carmine red, rich and glowing. The beard is fiery golden orange.

A perfect example of candelabrum type branching, with 48-inch stalks carrying a heavy quota of blooms and buds. Has been tested and found hardy under severe wintering.

NOWETA **Each 40c; 3 for $1.00**

A melting creamy pink, exceptionally ruffled, much more so than Midgard, and larger than this popular variety. Stock of Noweta is still very scarce, and as was the case last season, it is likely to be a sell-out before summer is far along. Everyone who sees it wants this frilly, pinky, fluffy-ruffled dainty newcomer.

OMAHA **Each 25c; 3 for 50c**

A beautiful coral-red self, with orange beard, producing a very striking contrast. Blooms are extra large and of lovely rounded form. The color effect is deep and brilliant pink, rather than red, and the petals have a glistening and fragile appearance, although on the contrary they stand up perfectly. Height about 30 inches.

ORLOFF **Each $30.00**

New plicata of good size and most unusual color, being a sort of cinnamon brown in effect. The ground color is deep cream, heavily dotted and etched brown with considerable gold near the center. Along with Siegfried, a great advance step in the plicata group. Stock of both these varieties is extremely limited the country over. They are the first good tall yellow ground plicatas and everyone seems to want them.

ORMOHR **Each $25.00**

Shown on page 9 in fairly accurate color, although the plates are not truly exact. This new seedling of the variety Wm. Mohr drew more attention from iris critics of national prominence last season than any new iris seen on the Pacific Coast. It enjoyed the greatest sale in dollars and cents of any iris we have ever introduced, and stock was sold out before July 1st. We have a very limited supply of excellent rhizomes again this year, but those ordering late may be disappointed. Full details on page 9.

ORDER BLANK

Cooley's Gardens, SILVERTON, OREGON

Date.....

Ship to.....

Street or R. F. D.....

City..... State.....

Date wanted..... Amount enclosed $.....

SUBSTITUTIONS will not be made unless you request. If supply of a variety you have ordered is exhausted, may we send you another, of equal or greater value? Please answer yes or no .....

Quantity	ARTICLE WANTED	PRICE	
	(CONTINUE ORDER ON OTHER SIDE) TOTAL		

Join the American Iris Society

Every gardener interested in Iris should join that company of flower enthusiasts comprising the American Iris Society. Annual dues $3.00, which includes four quarterly bulletins—these alone being worth the $3.00. We shall be glad to accept your remittance for membership.

OXHEART **Each $1.00**

Deep rich strawberry red-purple self, with beard to match. The large circular falls are velvety and without reticulation. A great favorite in the Nicholls garden, where it originated. A strong grower, with delightful grape fragrance. Three feet tall.

PALE MOONLIGHT **Each 85c**

A wonderful huge pale blue in California, but may be a bit tender in severe climates.

PAULETTE **Each 40c; 3 for $1.00**

Giant pale blue, a better Loetitia Michaud. From Millet, the originator of the famous and lovely Loetitia, and considered as his finest iris. Of enamel-like lustre, on very tall stems, and with flaring falls.

PERSIA **Each 25c; 3 for 50c**

One of Dr. Ayres' masterpieces. Blended shades of pale blue, lavender, grey, and bronze, with a smoky veil enveloping the entire flower. Massive blooms in great abundance, with many tall and splendidly branched stalks. A well named variety that will prove an asset in any iris garden.

PHEBUS **Each 25c; 3 for 50c**

Clear lemon yellow, an exceedingly rapid increaser, and one of the most popular of the newer yellow irises. Fine rounded flowers, over three feet tall, with much branching. A good companion to Pluie d'Or, with its contrasting shade.

PICADOR **Each 40c; 3 for $1.00**

Standards of tarnished gold, falls brilliant carmine red. A bold, strong growing and perfectly fashioned iris reaching four feet in height. Classed as a variegata it is really a blend of gold and crimson, so good that we stocked up heavily on it anticipating that our customers would welcome this opportunity to secure such an outstanding flower at so low a price.

PINK JEWEL **Each 40c; 3 for $1.00**

Not a large flower, but an excellent pink toned affair where garden effect is desired. The standards are self colored, but the falls are very heavily veined deep violet pink over a lighter ground. A very rapid increaser, thirty inches tall.

PINK OPAL **Each 60c**

A sister seedling of Pink Satin, of much greater size and half again as tall. The blossoms are lilac-pink, self colored, and abundantly produced, although the tall stems are short branched. However, the blooms appear all along the stalks, so that the lack of branches is not apparent in the garden picture. Very beautiful, and a bargain at the price.

PINK SATIN **Each 40c; 3 for $1.00**

Jacob Sass raised dozens of excellent pink seedlings, and this one was deemed as most outstanding of all. The color is a very delicate and smooth, yet glistening and brilliant, pink without the usual rose or purplish cast. The stalks are tall and slender, with blooms of large size. Very rapid of increase, and of course perfectly hardy.

Anne M. Cayeux

PLUIE D'OR (Golden Rain) **Each 20c; 3 for 50c**

A beautiful iris, on slender, perfectly branched stems well over three feet tall. Fine rounded flowers of solid golden yellow, with deep yellow beard. Winner of the Dykes medal in France, it has proven an outstanding variety of this color both in Europe and America, reliable as to hardiness, rapid of increase, and very free flowering.

PRAIRIE ROSE **Each $1.50**

A very new thing in fresh pink, with silvery shadows. Originated in Wisconsin, by the man who gave us the unique variety Winneshiek. This is priced most reasonably for such a recent introduction.

PRESIDENT PILKINGTON **Each 20c; 3 for 50c**

A very lovely pastel blend, which at one time bore the appropriate name of "Apparition". When Mr. Mead saw it blooming in France, he described the color as "a lavender-blue elephant tone", suffused with bronze. A huge flower, the stalks splendidly branched to 4 feet tall.

Standards are pale buff, with faint bluish and slightly rosy cast. Falls, wide and flaring lavender-blue with buffy yellow suffusion paling at the margins. Beard golden yellow. See page 18.

PURISSIMA **Each 20c; 3 for 50c**

If you live in the Pacific Northwest, in California or in the South, by all means add this glorious white to your collection! Nothing that grows can compare with it when flowered under congenial conditions. Growers in colder and wetter sections of the country can also succeed with it, but it must have winter protection except in warm climates. A normally flowered stalk of Purissima is a never-to-be-forgotten sight.

RADIANT **Each $15.00**

Standards of burnished golden bronze, falls of glowing copper red, as bright in comparison with other iris of today as King Midas was rich among the iris available when it was first released. Of medium size and height, perfect form, inestimable garden value. Incidentally, it bloomed again in the fall in 1936, and also in 1937. Very few rhizomes for sale.

RAMESES **Each 20c; 3 for 50c**

A symphony in rose, pink and buff, shading to yellow near the edges, and with a yellow glow at the heart. Heavy apricot beard. This fine hardy iris was originated in Nebraska by the Sass Brothers, and was so universally outstanding that it received the Dykes Medal in 1932. The big flowers are very freely produced, late, on 36-inch stalks. See page 38.

REBELLION **Each $7.50; 3 for $20.00**

Glowing deep blood red, almost a duplicate of Burning Bronze except that the coloring is far more vivid. Introduced last season, it is described and shown in color on page 31.

RED CROSS **Each $3.00**

Striking combination of rose-red and white, introduced this year. See page 6.

RED DOMINION **Each 60c; 3 for $1.25**

Luxurious red velvet, the shade of a glass of fine wine with the light through it. The opening buds are almost black, and the full blown flowers possess a depth and richness unequalled in any other red iris. One of Dr. Ayres' masterpieces. See page 27.

RED ROBE **Each 40c; 3 for $1.00**

An enormous bloom of perfect shape and habit. Standards deep petunia-violet, domed. Falls deep red-violet, uniformly colored to the edge. Yellow beard. The flower is of splendid rounded shape, a brilliant, glowing iris that lights up in the garden like a huge ruby. H. M. AIS 1932.

ROBERT **Each $2.00**

Somehow we have overlooked this in prior years. Last season we saw it in several Eastern gardens and it was extra fine. An iris of perfect shape and smooth substance, a chamois colored self, or perhaps a yellow-tan would better describe it. Near the haft there is a very light suggestion of pale blue. H. M. AIS 1936. Height 3 feet.

ROSE DOMINION **Each 50c**

Rose-pink of great depth of tone, of Dominion form and substance, and one of the few pink or rose colored iris with a velvety surface on the falls. Not new, but our stock is limited.

ROSY WINGS **Each $12.00**

Among the two or three top-most introductions during the past two years. A blend of rose and copper, with excellent form, flaring falls, large size, 40-inch stems. One of the few new colors developed in iris in recent years. Very few rhizomes for sale.

RUBEO **Each 60c; 3 for $1.25**

An outstanding red from California, of huge size, excellent branching habit, and four feet in height. Standards are deep glistening rose, falls deep maroon of heavy velvety texture. The finest red among Mohr-Mitchell introductions.

SACRAMENTO **Each 35c; 3 for 75c**

A plicata of the San Francisco type, but with reddish brown dots and reticulations instead of the usual blue or lavender. Ground color is a creamy white. A very tall variety, the large flowers being produced on well branched stems. It is probably even more dependable in unfavorable climates than are many of the other California productions.

SANDALWOOD **Each $15.00**

A new fawn-brown blend, showing quite a resemblance to our own introduction Far West. We have only a few rhizomes and have not seen it blooming sufficiently to give an accurate description.

SANDIA **Each $1.50; 3 for $4.00**

Bright deep pink blend, unusual with a smoky veil. An Ohio iris critic, nationally known and whose opinion everyone respects, wrote us that it was one of the three or four finest things he saw in 1935. The blooms are large, and the stems grow to 40 inches in height.

SAN FRANCISCO **Each 20c; 3 for 50c**

A four-foot white with penciled edge of lavender blue. Has been awarded the Dykes Medal of the American Iris Society, and still stands at the head of all plicatas, unsurpassed in size and grandeur. Plentiful stock now permits us to offer it at a most attractive price.

Rebellion

Kleinsorge, 1937

Glowing blood red, the standards suffused with bronze and rose. A pollen child of "Burning Bronze" which Dr. Kleinsorge used in hybridizing long before its introduction. In Rebellion we have a flower of faultless form and habit, vivid coloring, substance which sheds water like a duck's back. In a field where reds and near-reds are crowding each other for attention it is always singled out by critics, amateurs and commercial growers alike. Well branched, tall and sturdy. Each $7.50, three for $20.00

Iris Time

Mehama

The above scene shows a section of our 1½ acre display garden. This garden is maintained for the pleasure and convenience of visitors, with wide turf walks and a background of trees and shrubs. It is rapidly becoming a mecca for flower lovers from far and near.

SANTA BARBARA **Each 20c; 3 for 50c**

Here we have an iris which approaches perfection in the shape and size of its flowers, and in addition is possibly the finest and clearest lavender-blue so far produced. The exhibition rating of 91 is well deserved.

SEADEEP **Each $7.50**

Introduced by F. A. Thole, of Seattle, Wash. We saw this as a seedling in 1936, at which time we thought it the very finest blue bicolor in the world. It is a seedling of Santa Barbara crossed with Buto, and it combines the clean blue of the former in the standards with the rich blue-black of the latter in the falls, but unlike either it is just a little frilly in its segments. Tall stems, excellently branched, an abundance of huge flowers, everything to make it the complete perfect iris.

SENSATION **Each 25c; 3 for 50c**

A clear and crisp self of cornflower blue, clean cut in form, extra large, perfect in every way. There has never been a season thus far that we have not run out of stock of this variety. This year we have an especially fine and extensive planting of it. Sensation, the peer of all the blue irises, is shown in color on page 38.

SHAH JEHAN **Each $1.00**

Said to contain more colors than any other iris in commerce, this serenely beautiful flower in oriental smoky shades almost eludes any attempt to describe it accurately. Standards are creamy buff faintly edged lavender, the falls very rich velvety chestnut merging into purple, thence gradually fading out to a margin that repeats the color in the standards. Beard is very rich orange. A very late variety, tall, of large size.

SHINING WATERS **Each $1.00**

Clear and clean blue, like the reflection of an azure sky in crystal waters. There are many iris critics who declare this to be the finest of all blue toned irises. The wax-like texture of the petals has a startling contrast in the orange beards. It grows to four feet tall, with many very large blossoms per stalk. A. M. AIS 1935.

SHIRVAN **Each 75c**

With the same glowing soft brown and yellow tones found in the rare rug of this same name, this iris possesses an exquisite velvetiness and brilliance equaled by few flowers. Some of our finest pansies rival it, but seldom do we find an iris so alive and yet with such depth of tone. A seedling from the hand of Dr. Loomis, the originator of the famous Blue Velvet. Of medium height. Stock limited.

SIEGFRIED **Each $25.00**

An iris they are all talking about and one which almost everyone would buy if stock were plentiful and the price reasonably low. A flower of really huge size, pale sulphur yellow entirely overlaid with a stippling and dotting of purple. Both standards and falls are slightly waved at the edges. A buffy overtone blends the colors together. We have very fine stock, but only a limited supply.

SIERRA BLUE **Each $1.50**

A soft, clear, enamel-like blue. This iris was recently awarded the Dykes Medal of the American Iris Society for 1935. It is of tall and stately habit and carries many buds to the stalk. Together with Shining Waters, Mr. Essig has given us two of the most outstanding blue irises ever introduced. Sierra Blue is the deeper of the two. See page 35.

SIR LAUNCELOT **Each $5.00**

Gleaming chestnut red, with very bright golden brown standards. In the famous garden of M. E. Douglas, at Woodbury, New Jersey, it was a center of interest when the Iris Society members were guests there last spring. A flower of large size, on medium height stems, it is probably the most brilliant iris yet turned out by the Sass Brothers.

SIR MICHAEL **Each 35c; 3 for 75c**

Unquestionably the finest blue and purple bicolor in the world. Standards are clear blue, falls deep rich mahogany, with a beard of red-gold. Regarded as the finest iris ever to come from England and a sensation wherever shown. In our own wet Northwest, in dry and sunny California, and in Nebraska, Ohio, and the colder Minnesota and New England, we found it blooming equally well. A super iris, if ever there was one. See page 22.

SNOWKING **Each $10.00**

We flowered this in our own gardens last season, and saw it blooming in half a dozen mid-Western and Eastern states. It is in our opinion the very finest large flowered hardy white iris, and because of our admiration for it and our faith in its future we stocked up on it and can offer a plentiful supply of good rhizomes this year. Snowking is all that one could wish for in a truly sensational flower.

SMOLDER **Each $10.00**

A deep blackish purple with red underglow, self colored. Beard brown, giving the flower a very deep and especially rich appearance. This is a most outstanding new seedling from Col. Nicholls, introduced last season. Fragrant, well branched, of good size, almost four feet tall.

SOLITUDE **Each $2.00**

Nothing gay or flashy about this flower, but for those who can appreciate subtle beauty in a sombre iris we are certain this one will be most welcome. A self of blackish mulberry, with beard in harmony. Very tall, with a profusion of large blossoms. Introduced last year at $2.00 each we sold out of stock, thus the price remains the same.

SPOKAN **Each $3.00**

A solidly colored deep chestnut-red, of great size —one of the very largest—with an odd coppery suffusion throughout. Once you see this iris you will make a solemn resolve to eventually own it. In the McDade garden, amongst a maze of novelties from far and wide, Spokan commanded the attention of every visitor.

SPRING MAID **Each 40c; 3 for $1.00**

Clear rose pink, with honey yellow flush through the center. Flower stalks are almost four feet high, strong, and well branched. The lovely fresh coloring, large size, and exquisite form, combine to make it one of the finest in our list. H. M., AIS 1932.

TEN SPOT • COLLECTION •

10 FOR
$10.00

Coralie
Crystal Beauty
Eros
Ethel Peckham
Golden Flare
Golden Light
Genevieve
Serouge
Gudrun
Jean Cayeux
Joycette
Kalinga
Marquita
October Blaze
Prairie Rose
Shah Jehan
Sierra Blue
Solitude
Sandia
Shining Waters
Trail's End

Sierra Blue

ALL **20** AND **CALIFORNIA GOLD** FOR **$20.00**

ST. LOUIS **Each $1.00**

Glossy velvety purple, with harmonious beard and mellow, pleasing haft. Of fine oval form, it is a self in color, with an abundance of flowers and excellent stems. Introduced by Robert Schreiner in 1934, it is numbered in his selection of "100 Super Iris".

SUNMIST **Each $2.00**

An immensely popular new thing from Col. Nicholls, a sort of cream and yellow blended bicolor. Standards are glittering pure white, falls creamy white with deeper central portion and golden beard. Tall, with slender stems and good branching habit.

SUNOL **Each $1.00**

A golden tan self, with pale lavender cast on the falls. Introduced in California, it seems to do well everywhere, and is one of the favorite tan blends. Of ideal form, well branched, about three feet tall.

SURPRISE **Each 35c; 3 for $1.00**

Monster blue, flushed heliotrope, on stems up to four feet in height. The intense orange beard is a salient feature. This is our own introduction, and we are proud of the fact that it has been well received in all sections of the country. Bold foliage, almost evergreen.

SWEET ALIBI **Each $2.50**

Heavily textured cream self, with flaring falls. There is a slight greenish cast over the bloom, intensified near the central portion, making it quite distinct from Kalinga, that other popular cream colored iris. Height 40 inches.

TALISMAN **Each 20c; 3 for 50c**

To those who know the Talisman rose, it need only be suggested that this iris is worthy of the name. The whole flower is a rich golden yellow suffused with peach-pink, more deeply in the falls than in the standards. There is an electric blue flush down the center of the falls, and the haft is reticulated bronze. Three feet tall; deliciously scented. From the Orpington Nurseries in England.

TAPESTRY **Each 40c; 3 for $1.00**

A subtle blend of monster size, smoky mulberry in general color effect, with the center of the fall intensely colored, passing out to the smoky tones of the standards. This variety calls to mind Dr. Ayres' famous "Persia", but the dominant note is dull red instead of dull blue. TAPESTRY is a favorite of Mrs. Ayres, who admired it especially as a cut flower in the house. Shown in color on page 23.

TARANTELLA **Each $5.00**

A new pink stitched plicata, taller and larger than older varieties of that type. Ground color is snow white, neatly marked with pinkish lines about the edges of both standards and falls. Slightly ruffled.

THE BLACK DOUGLAS **Each $2.00; 3 for $5.00**

Large blackish purple of uniform shade. Different in its "black" effect as compared to Black Wings in that it is on the red-purple side instead of being blue-purple, as in the case of the latter. Medium height, fine form and very velvety surface.

THEODOLINDA **Each 60c**

A gigantic plicata comparable to the famous pair from California—San Francisco and Los Angeles. However, this new seedling is a product from the gardens of Dr. Ayres of Cincinnati, and is therefore perfectly hardy anywhere.

THE RED DOUGLAS **Each $25.00**

Possibly more glamour was attached to the introduction of this variety than any iris in recent years. Seen in only about a half-dozen gardens last year, it drew the attention of all present. Simply colossal in size, as smooth and heavy as a piece of richest plush. It is a deep rosy-wine-red, solid at the haft with a brownish cast near the center, beard rich orange. We are fortunate to have a very fine lot of rhizomes.

TIGER-TIGER **Each 40c; 3 for $1.00**

A red iris with tan standards, the falls appearing more nearly true red than any other iris we have seen. A heavy blooming Wareham seedling with very large well formed blossoms. It bears our sincere recommendation.

TOKAY **Each 25c; 3 for 50c**

Very gay blend of salmon and apricot. Although of only medium size, it makes up for this in an abundant display of blossoms and an exciting color effect on the landscape. To really bring out its possibilities, we suggest that you plant it with azure blue.

TRAIL'S END **Each $1.50**

With standards of dull yellow overlaid soft orange-red, and falls of orange-red embellished with a golden beard, the introducer tells us that this brilliant iris calls to mind the berry of the bittersweet, after it has been touched by frost! The imagination needs but little prodding to envision the landscape value of such a flower. Of medium size, but on 38-inch stalks, well branched. A great favorite at the Freeport Iris Show. H. M. AIS 1933.

TREASURE ISLAND **Each $10.00; 3 for $25.00**

The new yellow featured on our cover this year, introduced last season, and which enjoyed the greatest sale of any new iris we have ever placed on the market.

A truly gigantic flower of bright, clear, rich yellow. Tall stems, not a trace of Dykes blood in its parentage, hardiness beyond question. Treasure Island is the nearest to ideal of any of the new yellows we have seen, because there is neither the telltale purple flecking which eventually crops out in those of the Dykes strain, nor the oftimes tender constitution accompanying them. Still other fine new golden hued introductions possess a suffusion of olive on the haft, but not so with this one. The illustration on the cover is an exact reproduction in every detail except size, which is reduced to fit the page.

TUSCANY GOLD **Each 25c**

An odd shade of old gold, purely a self, with very flaring falls and heavy texture. Planted with the bronzes and blues, it created much comment in our garden last spring. Our stock is limited.

VALOR **Each 40c; 3 for $1.00**

This remarkable flower was one of the sensations in the East last season, and every critic who saw it flower was enthusiastic over it. Col. Nicholls, of Ithaca, N. Y., the introducer, thinks it his highest achievement thus far. In general effect Valor is a deep blackish blue violet bicolor, similar in some respects to Sir Michael, but a larger flower and with domed standards. One of the tallest of all varieties; very fragrant. H. M. AIS 1932.

San Francisco
— four foot white
with penciled edge
of lavender blue.
Mrs. Valerie West
— greatest of
all the famous
Dominion seedlings.

Bargains for Beginners

Frieda Mohr

Midgard

Sensation

Rameses

Dolly Madison

Allies
Buto
Clara Noyes
Columbine
Dauntless
Depute Nomblot
Desert Gold
Dolly Madison
Eleanor Roosevel
Euphony
Evolution
Frieda Mohr
Grace Sturtevant
Indian Chief
King Juba
King Midas
King Tut
Los Angeles
Magenta
Melchior
Midgard

Clara Noyes

Indian Chief

The Giant Red Dauntless

Euphony

Any 12 for $2.00

Any 20 for $3.00

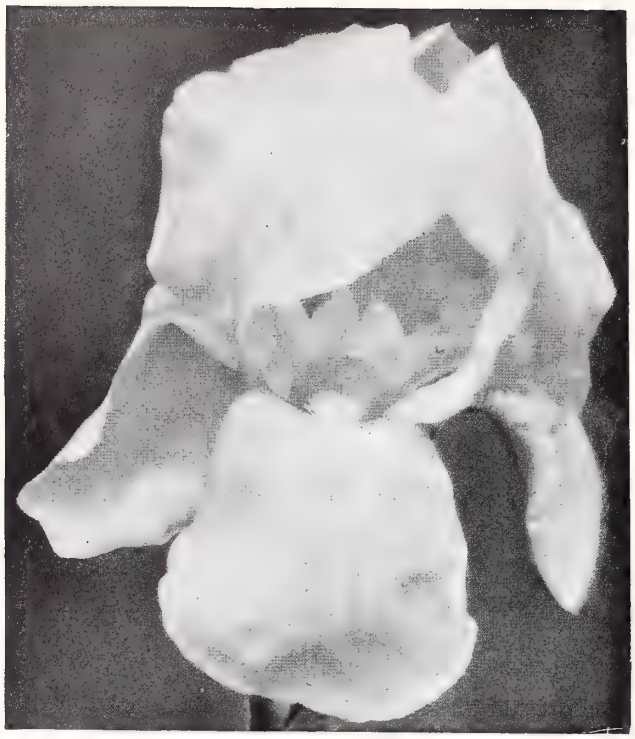
All 35 for $5.00

Late in the season we must reserve the right to substitute in case of shortage in this bargain list from list on pages 22-23

Zuni

Wm. Mohr

Mrs. Valerie West
Omaha
Persia
Phebus
Pluie d'Or
Pres. Pilkington
Purissima
Rameses
San Francisco
Santa Barbara
Sensation
Talisman
Wm. Mohr
Zuni



California Gold

VENUS DE MILO **Each 40c; 3 for $1.00**

This pure white, of a warm creamy tone, is now generally accepted throughout the nation as the very finest, all-round, most dependable under all conditions, of any white iris that grows. Last season our large stock of many hundreds of rhizomes was sold out, and because of so much favorable comment we anticipate a heavy call for it again this summer. One of the greatest successes from Dr. Ayres, of Cincinnati. A. M. AIS 1935. Runner-up for the Dykes Medal, 1936. See page 23.

VERT-GALANT **Each 40c; 3 for $1.00**

Brilliant coppery red, with copper-fawn standards. A giant sort that has the habit of putting up from two to four huge stalks from each rhizome. The falls are edged with the lighter fawn color of the standards, and the haft is beautifully marked with cream and brown. This variety is not only a striking exhibition flower, but it has extra good carrying quality, and the four-foot spikes dominate the garden. Another Dykes Medal winner.

VISION **Each $3.00**

There are many variegata blends, such as El Tovar and Crown Prince, which contain much brown and deep orange, and which are magnificent iris. But Vision carries no blending of tones whatsoever, a contrast of brightest clean yellow standards and very velvety red-brown falls, margined yellow.

WABASH **Each $8.00**

A new iris so far in advance of others of similar color combination that they are simply not in the race. With clean white standards and bright purple falls, it might have been called "Elk's Temple", so well does it call to mind the colors of that well known fraternal organization. The flowers are large and are borne on well branched stalks reaching almost forty inches in height.

WAMBLISKA **Each 35c; 3 for 75c**

The huge white self, raised by Jacob Sass of Omaha, Nebraska. Few iris in existence are larger in size, and it flowers abundantly on four-foot sturdy stems. A faint blue flush at the base of the standards gives it a cool appearance, rather than the warm effect of creamy whites like Purissima, Venus de Milo, etc.

WAR EAGLE **Each $4.00**

For those seeking the "biggest" iris, this is offered as another candidate. The color is deep bronzy red, with bold reticulations on the haft. The huge standards are apt to topple in hot weather, but it is a spectacular affair.

WINNESHIEK **Each 60c; 3 for $1.25**

A gigantic blue-black, ruffled, and with a pearly edge on the falls. Here is an iris which suddenly sprang into prominence when it was exhibited in Lincoln, Nebraska, at the American Iris Society meeting four years ago. Every critic fell for its unusual style, broad segments and rich color—and so will you! See page 22.

WM. MOHR **Each 25c; 5 for $1.00**

This strange and beautiful hybrid is named for one of the world's most famous hybridizers, and is considered as his greatest piece of work. The entire bloom is a self color of pale lilac, closely netted and veined with deep violet, producing a weird, yet very lovely effect. In some ways it resembles the variety "Susiana", but lacks the dullness of this older sort, and is not at all difficult to grow. A monster flower, produced on stems up to 30 inches tall. See page 39.

WOTAN **Each $1.00**

Here is the darkest, richest, and largest, of all the very deep blends. The velvety purple-brown texture extends clear into the throat, and were it not for the somewhat short stem, we would be inclined to rank this ahead of any dark iris that grows. However, the foliage is very bold and the stalks are heavy and in keeping with the size of the blooms. Height is the sole limitation—about 28 inches.

ZAHAROON **Each 40c; 3 for $1.00**

Most unusual in color, an odd blend of soft amber, buff, yellow, fawn and pale violet. The combined effect has been referred to as "biscuit" colored. This is an English origination, and one of the most popular sorts we have had from abroad. It is a free bloomer, with tall slender stems and flowers above average in size.

ZUNI (Pendell in England) **Each 25c; 3 for 50c**

A glorious, glowing red-brown, overlaid with a coppery suffusion. Very early, but with so many buds to the stalk that it lasts well into the season. The falls are a brilliant red when seen with the sun's rays through them, and the standards seem as if sprinkled with gold dust. Large in size, well branched and about 40 inches in height. See cut on page 39.

Evelyn Pullar

Pullar, 1938

Here we present a new break in iris — a real winter blooming tall bearded sort, one that begins to flower after the usual fall bloomers have finished. The pictures herewith were all taken during the months of December and January! Three of the stalks measured 57 inches in height. Grown outside, right amongst the other iris in the garden, this strange seedling has for two successive seasons produced a wealth of bloom throughout the winter. A continuous crop of buds carries the parade of flowers well into spring, but mid-winter is its hey-day.

Each
$10.00

Thus far it has been grown only in Seattle, Washington, but it quite obviously would perform similarly in any mild section where extreme cold is not prevalent. Perfection of the bloom stalks was attained by covering with a box-like frame and window sash in heavy rain.

Color is a medium to light blue, a self effect, with bright orange beard. Form is perfect, and the branching is actually amazing. Because of its most unusual characteristics we suspect that it provides great opportunities for breeding.

and now Indian Summer in the Iris garden

Fall blooming irises have been rapidly coming into prominence, especially with the advent of new colors and better varieties.

Time was when any old iris, no matter how lacking in form, clarity of color, or other desirable features, was in popular demand if it exhibited fall blooming tendencies.

These should make a fine addition to anyone's Autumn garden. They are the latest vogue in irisdom.

Cosette, Ivory Elf and Red Orchid are NOT fall bloomers.

AUTUMN DAWN — **Each 50c; 3 for $1.00**

Fall bloomer of blended old gold and pink—certainly an advance in this type. In California, where it originated, it blooms almost continuously from August through the winter, commencing again in April. Height, two feet. Very rapid increaser, in no way tender.

COSETTE — **Each $1.00; 3 for $2.50**

Newly introduced by the Sass Brothers in 1936, Cosette is offered as a fine, large, broad petaled white intermediate with every good point.

ELEANOR ROOSEVELT — **Each 30c; 3 for 75c**

Deep fluorite purple self, with very rich falls. The opening flower is almost black, and the heavy blue beard tends to increase the depth of color. This is the leading **fall-blooming** iris in commerce today, because it increases very fast, is most reliable in flowering habit, and is one of the most beautiful irises in the garden regardless of its added value as a re-bloomer.

FRANKLIN ROOSEVELT — **Each $1.00; 3 for $2.50**

A sure-fire **fall bloomer,** but not very rapid of increase. Tall, well branched, bright red purple in color, with blue blaze on the falls.

FROST QUEEN — **Each $1.00; 3 for $2.50**

Frosty white, exceptionally free bloomer, and of perfect form. This has proven very dependable as a **re-bloomer** in Kansas, Nebraska, and Tennessee, as well as on the Pacific Coast. A succession of new bloom stalks follow each other throughout the fall.

GOLDEN HARVEST — **Each 50c**

Standards olive yellow, tinted blue at the base; falls citron yellow, tinted blue near the haft. This introduces a bright and cheerful note in the fall garden, and is the one yellow **autumn flowering** iris that is obtainable at a low price.

Ivory Elf

Doub, 1938

It is so seldom that a good new intermediate puts in its appearance that we offer this one with considerable enthusiasm. Several years ago Mr. Doub, of Hagerstown, Maryland, sent this to us for trial, and every spring it has tried to outdo itself with a wealth of bright blossoms. The falls are smooth and flaring, creamy with ivory center; standards are creamy white with golden flecks, very foamy in effect. No other intermediate resembles it, and we are certain that it will be a very happy companion to tulips and other flowers of early spring. Height 20 inches.

Each $2.00, three for $5.00.

MARTIE EVEREST — **Each $2.00**

A tall and very well branched fall bloomer, the best blue **autumn flowering** variety.

OCTOBER BLAZE — **Each $1.00; 3 for $2.50**

A fine big glowing red, along the lines of Indian Chief, but it is a persistent **autumn bloomer.** Much brighter in color than October Opera and larger in size.

OCTOBER OPERA — **Each $1.00; 3 for $2.50**

A new color in **autumn flowering** sorts, a rich wine-red. It is brighter than the old Opera, much larger, and is also taller. This is a fine grower, and in the fall in our garden it was covered with flowers. Of course it also blooms in the spring, with the intermediates.

RED ORCHID — **Each 25c; 3 for 50c**

Very early flowering intermediate, glowing like a coal of fire in the morning and evening light. Deep red in effect, violet-carmine technically, it is so recent as to be hardly known as yet but is certain to be popular when the public has seen it in flower. Height 28 inches.

SOUTHLAND — **Each $1.00; 3 for $2.50**

The Sass Brothers have given us most of our **autumn flowering** irises, and now we are indebted to them for this fine big yellow. The color is deep lemon chrome, with flowers of large size and thick heavy substance. Flaring falls and domed standards, the stems low branched. Vigorous in growth, two feet tall.

FALL BLOOMING COLLECTION

Eleanor Roosevelt, Martie Everest, Autumn Dawn, October Blaze, and Southland for $3.00.

Iris Miniatures

for the rock garden—the border—or flagstone path

They lead the parade! Right with the Daffodils come the Dwarf Iris. Short in stature and delicate in structure, they are none the less stout of heart and brave the icy blasts and cold rains of early spring with the courage of a Spartan.

Most Dwarf Irises multiply very fast, creating a sheet of bloom, and later on, a dense mat of green foliage. Long recognized as admirable subjects for the rock garden, and as an edging plant in the flower border, these miniatures are perfectly adapted to embellishment of the flagstone path. Scatter them here and there along the intervening spaces. The springtime showing will delight you.

CYANEA — **Each 25c; 3 for 50c; 10 for $1.00**
Glowing violet, with white beard. Large flowers and fine foliage. Fragrant.

DIXMUDE — **Each 25c; 3 for 50c**
Standards analine blue, falls brilliant wine. A striking contrast.

DR. MANN — **Each 25c; 3 for 50c**
A dusky blue and purple bicolor. Good height for a dwarf, and late-midseason flowering.

ELF QUEEN — **Each $1.00; 3 for $2.00**
From the garden of Hans Sass we obtained this new snow white miniature, and it is being introduced at this time. Much more dwarf than the variety Snow Maiden, the pure white flowers having a slight cool green tinge.

FLORIDA — **Each 25c; 3 for 50c**
Bright primrose yellow. A gay and fragrant little fellow with lots of flowers.

KEEPSAKE — **Each 50c**
New type of dwarf iris introduced in 1936 by the Longfield Iris Farm, originated by Paul Cook. This one is of brightest yellow, with slender, graceful stems bearing from one to three flowers, 12 inches tall. Fountain-like foliage, with an amazing number of flower stems per plant. Limited stock.

NEOLA — **Each 40c; 3 for $1.00**
Very odd blend of brown and mauve, lovely and most unusual. Although low in price the stock of this is scarce. A fall bloomer.

ORANGE QUEEN — **Each 25c; 3 for 50c**
Just a shade deeper than Florida, the name "orange" being misleading. Fine form, vigorous grower.

OWAISSA — **Each 35c; 3 for 75c**
Clear blue, almost the color of the sky. Very short, early, exceptionally free.

ROSE MIST — **Each 25c; 3 for 50c**
Soft rose-lilac, ten inches high. One of the newer things.

SAMBO — **Each 30c; 3 for 75c**
Well named—a blackish garnet, with rich buds. Seldom offered.

TAMPA — **Each 50c**
Along with Keepsake, Tampa was introduced by the Longfield Farm as a new type dwarf. Very red for a dwarf, on slender 14-inch stems, the flowers about 2 inches each way. They are lavishly produced above foliage that is in itself graceful and a fit subject for the rock garden. Limited stock.

TITANIA — **Each 50c; 3 for $1.25**
Deep buttercup yellow, large, well formed. This is another late variety and one of Sass's new things.

TONY — **Each 25c; 3 for 50c**
Very brilliant ruby red, almost black unless in sunshine. In early morning or at sundown it glows like fire. One of the very best regardless of price.

ULTRA — **Each 25c; 3 for 50c**
One of the largest flowered dwarfs, as well as one of the tallest (1 foot), and in addition is one of the bluest irises grown. Besides all this, it is a most reliable autumn re-bloomer!

DWARF IRIS COLLECTION

ONE EACH, Tony, Florida, Rose Mist, Owaissa, Dixmude, and the new white Elf Queen, for $1.50.
THREE of each, for $3.50.

Please remember that these are miniature types, and the rhizomes are indeed tiny compared to other iris!

Oriental Poppies

for Barbaric Splendor

CULTURE OF ORIENTAL POPPIES

There is nothing more brilliantly attractive—more strikingly noticeable in any garden—than a clump of Oriental Poppies.

Many times I had bought plants, only to have them die, and many times I had planted seed—but with very little success—simply because I did not know how to care for them. Finally I bought plants in the dormant season and set them out. After becoming established in their new home they made wonderful growth in the Fall.

Oriental Poppies are quite hardy, and stay green most of the winter under a light covering, which they should have. When spring comes the plants make rapid growth and very soon big fat buds appear. In a few days, these buds burst into a radiant brilliance, to my joy and satisfaction.

Do not buy Poppies in the spring and expect them to do their best. Buy them in their dormant season, in August or early September—carefully plant them—let them get their roots firmly established—the little feeding roots active and ready for quick work in the spring, and you will have glorious Poppies in your garden, and a thrilling satisfaction in your heart.—From "The Flower Grower."

AMUN RA — **Each $1.50**

Red-orange, 28 to 30 inches high, flowers 8-9 inches across. Outstanding quality.

CAVALIER — **Each $1.50; 3 for $4.00**

Larger than the enormous variety Wurtembergia, perfectly formed, and lasts extra long in flower. The color is glowing cerise.

ENCHANTRESS — **Each $1.00**

Soft lilac-rose, a near approach to lavender. Opens perfectly, holds its color remarkably well for this shade. A true novelty of exceptional merit. Only a very few plants.

HENRI CAYEUX — **Each 75c**

Deep old rose, shaded into wine color. An unusual and very beautiful poppy quite unlike any other. Should be grown in a spot protected from hot afternoon sun.

JEANIE MAWSON — **Each 75c**

Melting peach-pink, very lovely and quite different from all others in its most attractive coloring. Large and fine.

KING GEORGE — **Each 50c**

Large fringed flowers of brilliant scarlet, petals deeply cut like a parrot tulip. Medium height, fast increaser.

LORD LAMBOURNE — **Each 50c**

Fringed, like the foregoing but with heavy black blotches and a slightly different shade.

MANDARIN — **Each $1.00; 3 for $2.00**

Appropriately colored Chinese red, of great size. There are no basal spots on the huge flowers. Seldom listed, it was declared by many of our visitors last year to be the finest and most spectacular poppy of all.

MASTERPIECE — **Each $1.00**

Lilac color, marvelous flower, but should be grown with slight protection from the sun to prevent fading of the delicate color.

MRS. FISCHER — **Each $1.00; 3 for $2.50**

Extra large, very deep red poppy on the tallest stems of any in our collection. It will easily reach 4 feet regularly, with uniformly perfect flowers, silky in texture, one of the very best at any price.

OLYMPIA — **Each 25c; 3 for 50c; $1.75 doz.**

A fluffy double poppy of soft orange, with gray stamens in the center. Very free bloomer, and the only double variety in the list. Increases very rapidly by runners, so plant away from other varieties.

PEARL PINK — **Each $2.00**

Very fine and distinct; a delicate shade of light pearly pink, vigorous and prolific. Appears like one

ORIENTAL

Hatteau Masterpiece Proserpine

POPPIES

large tulip within a larger one. Its delicate color cannot stand the strong reds and bright salmons, and to see it at its best, should be planted with blue iris or an early delphinium. Stock limited. Medium height.

PERFECTION **Each $1.00**

Large deep flowers, entrancing shade of pink with immense black spots at base.

PERRY'S BLUSH **Each $1.00**

Blush white, beautifully formed and a profuse flowering variety. Stock of this is quite scarce.

PROSERPINE **Each $1.00**

Most brilliant Chinese red, the center alive with black stamens. Of great size, flowering over a very long period. Shown on page 45.

QUEEN LOUISE **Each 75c**

A melting strawberry pink flower of good finish, with prominent black and red base spots. To 40 inches tall.

RED LACQUER **Each $1.50**

A new deep dark red, of strong appeal. Stiff erect stems to 44 inches tall. Blooms 7 to 9 inches across. Well named.

SPLENDOUR **Each $1.50; 3 for $4.00**

Brilliant, huge, entirely novel in color, this blend of peach and apricot, entirely overlaid salmon, is unlike any poppy we have ever seen. Very late, and a vigorous grower.

TRILBY **Each $1.00; 3 for $2.50**

One of the last to bloom. Dark, lustrous, deep red, the petals having a plaited appearance. Very large, and one of the finest of all poppies.

WATTEAU **Each $1.00; 3 for $2.50**

Pure flesh-coral; covered with flowers. No blotch on petals. This is one of the rarest and loveliest in our list.

WURTEMBERGIA **Each $1.00**

Enormous cerise scarlet; very tall growing. An outstanding flower, attaining almost unbelievable size.

"THE NEW POPPIES"

Condensed from an Article by A. E. Curtis of Cincinnati and published in "The Flower Grower".

In describing the Poppies of the past season one's judgment can be based only upon the plants seen. The difference between an extra well-grown specimen and one that has done poorly is about fifty per cent, so if I praise highly some variety that has seemed only ordinary, it may not be so much a difference of opinion as a difference in the specimen seen.

We will start with the deepest reds. TRILBY I still feel holds her own. She is large, tall and stately, a real queen. WURTEMBERGIA is still the largest and finest medium red with the exception of CAVALIER, which is very similar but will grow even larger and finer. In the scarlet or flame red class, MANDARIN is a beauty, being one solid color without a blotch. PROSERPINE with an extra large black blotch though nearly the same color gives an entirely different effect.

Now a word of caution in regard to planting your reds. Be sure to keep your scarlet and even the medium red of WURTEMBERGIA away from the deep tints, or by contrast they will look like just another orange poppy, while by themselves or with the right surroundings they are brilliant flame or cerise red beauties.

The orange or red orange (often spoken of as a brick red), the Poppy of our grandmothers' day, will not need any comment. There are many large named varieties, in fact some of the largest, but it is a color hard to harmonize with the rest of the garden and the newer, clearer and more harmonious colors are so much handsomer that few will want to plant the former.

For those wanting a profuse blooming dwarf pink, WATTEAU (flesh-coral) is a little gem. The great majority of pink Poppies are salmon pink and there are probably fifty good Poppies in this color class. Two more pinks I would not be without are JEANNIE MAWSON and MRS. J. HAWKINS. A bed of either of these will stay in bloom for twenty-one days while the average period for all others that I have checked is only ten days.

We now come to series of pastel shades which I wish to designate as cutting Poppies. When they first open they are very beautiful and if cut and brought into the house they hold their beauty; but left outside, they fade to colors that are anything but beautiful. For some reason the lilac and purple dyes in the Poppies do not stand the sun. One Poppy in this class deserves special attention — ENCHANTRESS, a tall, large and a beautiful lilac rose. It is one of the finest Poppies ever seen when it opens, but, alas, fades to a colorless flower unless taken into the house.

All those who come to my garden want to see a white Poppy and when they are shown one, they are disappointed, and personally I do not care for them. What I want in Poppies is color. The whites are the only Poppies that do not grow well for me. Possibly they resent the fact that I do not admire them. PERRY WHITE is usually considered a poor doer. BARRS WHITE and PERRY'S BLUSH are probably the best. I have used my own near whites, PEARL PINK and PEARL QUEEN, which are hardy and strong growers. One caution is necessary with these. Plant them with blue Iris or Delphinium, for if planted near pink or red flowers they will appear a grey white by contrast and the same caution applies to PERRY'S BLUSH.

When it comes to color descriptions of Poppies, there is a great variation and on some varieties every description differs. I have described the color so it would be best visualized by the greatest majority of gardeners, but some kind of a Poppy Society is needed to standardize color description and to straighten out the variations that now go cut under one name.

THE FRESHMAN COLLECTION

Six for $2.50

LORD LAMBOURNE
QUEEN LOUISE
PERFECTION
WURTEMBERGIA
OLYMPIA
WATTEAU

THE POST-GRAD COLLECTION

Six for $5.00

MASTERPIECE
TRILBY
MRS. FISCHER
CAVALIER
SPLENDOUR
PERRY'S BLUSH

Mrs.
Fischer
Queen Louise
Olympia
Lord Lambourne

Ophir *Mikado*

Mandarin *Harvest Moon*

Hemerocallis—the NEW Day Lilies

"If you are a lover of fairy tales or flowers, here is a story of how the Daylily, an old-fashioned garden Cinderella, long neglected and abused, has become the princess of the garden, when dressed up in a satin gown by the magic of the plant hybridizers. . . . In fact, within the past five years the old-fashioned Daylily, made over through hybridizing work, has become fashionable and has taken its place among the elect in our present day flower gardens. . . . This Daylily is known botanically as HEMEROCALLIS. The word comes from the Greek and means 'beauty for a day', for most Daylilies flaunt each individual large lily-like flower for just one day and then collapse. The bloom you see the next day is another that has opened. . . . These Daylilies are among the hardiest perennial flowers we have. They will grow in glaring sun or in considerable shade; along banks of streams or in dry upland soil. They flourish with cultivation, but keep right on when neglected. They take no special care, and they have no known insect or disease pest."—From an article in the Country Gentleman, March, 1934, by Harry R. O'Brien.

A lovely stranger comes to our gardens . . .

New Hybrid Hemerocallis

Not that this group of plants is exactly a stranger, but the new introductions listed herewith are so great an improvement on the familiar so-called "Day Lilies" or "Lemon Lilies" that you would scarcely recognize them as such.

We have gathered together this limited list of the finest new productions from American, English and Japanese hybridists, and we can assure you that no flower of the summer and early autumn season will provide greater satisfaction where tones of yellow and orange are desired. They are especially desirable in the Japanese Iris garden, or among the lily plantings, for they lend a splash of color wholly lacking in either of these groups. Besides, they are fine cut-flower subjects, for while the individual blossoms last for only a day, new ones follow so rapidly that there is a continuous succession of blooms. They are deliciously fragrant.

CULTURE. Simple and easy to grow, they demand only a reasonably moist soil, fairly rich, and prefer—but do not require—slight shade. They are true hardy perennials. Plants will be delivered in September or October.

ANNA BETSCHER **Each $1.00**
Large flower of deep orange shaded with bronze. July and August; a very fine new one.

APRICOT **Each 50c**
An early June bloomer; light apricot orange in color, and a very free and easy doer.

BAY STATE **Each $1.00; 3 for $2.50**
Brilliant and glistening deep yellow, the petals having a distinctive wavy edge. One of the heaviest and most persistent bloomers. Midsummer.

CISSIE GUISEPPI **Each $2.00**
Deep copper colored flower with pale yellow throat. Most unusual in color, but lacks the size of many others in the list. Scarce.

CRESSIDA **Each 75c; 3 for $2.00**
Deep orange with blooms rather star shaped. Early flowering, of medium height.

D. D. WYMAN **Each $1.00; 3 for $2.00**
Very large flower of golden yellow, with a tawny splash across each petal. Midsummer.

FLAMID **Each $1.00; 3 for $2.00**
Rich orange yellow with brownish reverse. A very prolific bloomer, July flowering.

GEORGE YELD **Each $2.00**
The largest variety in our collection, a huge flower on 4-foot stems, in color a blend of buff, apricot, orange and terra-cotta. Few plants.

HARVEST MOON **Each $1.25; 3 for $3.00**
The color is sometimes referred to as "orange sherbet". Petals are long and graceful, and stems are well held above the foliage. Beautiful combined with blue flowers, either in the border or when cut.

J. A. CRAWFORD **Each $1.00; 3 for $2.50**
Bright yellow with apricot tints, in form similar to the perfection of Golden Dream, but not such a deep coloring. One of the best.

J. R. MANN **Each $1.00; 3 for $2.50**
Distinctive flower of frosted apricot, blooming in July and August, 3½ feet tall.

LEMONA **Each $1.00**
As the name implies, a pale lemon yellow self. Wide spreading blooms on 4-foot stalks; very late.

LUTEOLA **Each 75c; 3 for $2.00**
A most free flowering and easy growing variety, deep orange yellow, blooming throughout midsummer.

MANDARIN **Each 75c; 3 for $2.00**
Clear lemon yellow, with greenish cast in the heart of each blossom. Very tall, wide open, recurved type of flower.

Hemerocallis, George Yeld

MIKADO **Each $1.50**
Bright orange, with the central zone of each petal blotched ruddy purple-red. A striking and wholly different sort.

MRS. A. H. AUSTIN **Each $1.00; 3 for $2.50**
Extra fine deep golden orange, one of the very largest, very heavy texture. Midsummer, lasting over a long period.

MRS. W. H. WYMAN **Each 75c; 3 for $2.00**
A lovely, glistening pale lemon yellow, with delicately curved petals. The latest of all.

MODESTY **Each $1.50; 3 for $4.00**
Pale yellow self, with raised mid-ribs on reflexed petals. A distinct and very fine Day lily, blooming in June and July.

PALE MOON **Each $1.00; 3 for $2.50**
Very pale yellow, lightest tone of any we have. Wide open flowers of large size, freely produced on fine stems.

ROYAL **Each $1.00; 3 for $2.50**
Most nearly resembles the rare variety Hyperion, with extra heavy texture in the petals and sweet fragrance. Color is bright yellow, height 3 feet, early.

THE GEM **Each $1.00; 3 for $2.50**
Deep yellow apricot, one of the earliest, with splendid lily-like flowers in June and early July.

THUNBERGI **Each 40c; 3 for $1.00**
An evening blooming sort, of sweet fragrance; clear buttercup yellow. Late; 4 feet tall.

WAU-BUN **Each $3.00**
Light cadmium yellow, faintly sprinkled with traces of fulvous red. Glistens with a golden sheen, and the broad petals are slightly twisted and curved. This is one of the new and scarce varieties. Early.

THE JUNIOR COLLECTION

Six for $3.00

CRESSIDA — FLAMID
D. D. WYMAN — MRS. A. H. AUSTIN
THUNBERGI — MRS. W. H. WYMAN

THE SENIOR COLLECTION

Five for $5.00

MIKADO — GEORGE YELD
HARVEST MOON — WAU-BUN
MODESTY

Alternates, in case you already have one or two of these: The Gem, Mandarin, Royal, J. R. Mann.

About those *Japanese* IRIS

For many years we have made a specialty of Japanese Iris and a number of old patrons will note that they are missing in this catalog. The reason is that we had to withdraw them in order to accumulate sufficient stock to justify listing them again. We have just transplanted about one acre, including some brand new ones, and if you are particularly interested we suggest that you write for our special short list for fall delivery. It will not be ready for mailing, however, until late summer, and will be sent only to those who request it.

It's a Gift

This catalog is yours with our compliments, and we are happy to have you own a copy. Each year we endeavor to improve upon it, and to make it as attractive and as authoritative as anything in its field. « « «

but—

like most of the good things in life, it costs a lot of money . . . we'll go further than that, and tell you exactly how much it costs: 40c per copy, $400 a thousand . . . Now our files show that several thousand people on our mailing list have never favored us with a single order. Some of them are simply flower catalog collectors, others want to compare descriptive matter and prices, while still others have had only a momentary interest in gardening and have long since taken up golf, gone into the chicken business, or moved into a tenth floor apartment. Thus, we are annually spending a considerable sum of money that is wasted on deaf ears and blind eyes. Economy and sound business demand that we do something about this.

and so—

the time has arrived when we are obliged to place a limitation on the number of seasons that we can send our catalog gratis to those who do not respond in any manner. Henceforth we shall withdraw from our files the names of all those who have not ordered after the second catalog has been mailed to them.

To our host of customers and friends, who through loyal and continued patronage have made possible this and prior catalogs, we extend warm and sincere appreciation.

COOLEY'S GARDENS

SILVERTON
OREGON

SWEENEY, STRAUB & DIMM
HORTICULTURAL PRINTERS
PORTLAND, OREGON

NEXT YEAR

That's when those newly planted treasures will first see light of day in your garden.

But, if you live in the East or mid-West, why not plan now to attend first the American Iris Society meeting here on the Coast and also enjoy the Golden Gate Exposition. If your home is in the South you will have the privilege of seeing your own garden before you leave.

Then, return home via the Great Pacific Northwest and see Cooley's Gardens, especially dressed up for the occasion! The display grounds will present a vast array of novelties and seedlings from hybridizers far and near. We have a representative in France and England this spring to select for us the newest and best from foreign sources.

We'll be looking for you!